

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIII.

NEW YORK, MAY 20, 1908.

No. 8.

These Are EXTRA Good Customers

The kind of goods the merchant orders reflects the kind of customers he has.

Seventeen Thousand Dry Goods and Department Stores are preparing orders for the fall styles of Butterick, or Standard, or New Idea Patterns.

The leading customers of these stores, you can tell, are going to buy new gowns, coats, hats, etc., this fall. They are the same ones who are going to buy most of the foods, house-furnishings, toilet goods, etc.

If their trade alone determines the kind of goods seventeen thousand dry goods merchants are ordering, they could exert a tremendous pull for your product in seventeen thousand of your kind of stores.

Keep in mind that the astute merchants, who order patterns and fabrics to please them, order at the same time copies of one of the Butterick Trio Fashion Quarterlies for their style guidance. In these families hardly a new thing to wear has been bought in years without looking first to see "what the Butterick (or Standard, or New Idea) advice is concerning it."

To reach these families most effectively—to gain their loyalty for your product—tell them about it in the Fashion Quarterlies they accept as the final authority.

Forms for the fall issues—out August 20—close June 1.

F. H. RALSTEN,
Western Advertising Manager,
First National Bank Building, Chicago.

W. H. BLACK,
Manager of Advertising,
Butterick Building,
New York.

DES MOINES AS A "TRY OUT" CITY

There is no city in the United States where the newspapers uniformly have such large circulations in proportion to the population. The population of Des Moines is between 90,000 and 100,000. The circulation of the *CAPITAL* for the first four months of 1908 has exceeded 44,000; 13,000 of these subscribers are in the city of Des Moines; 31,000 are in the State at large.

The advertising rate of the *CAPITAL* is exceedingly low—but five cents a line, flat.

Iowa and Des Moines are uniformly prosperous. The people are responsive to advertising, responsive to all sorts of innovations. They are watchful and expectant of the newest inventions and fashions. This makes Des Moines an excellent city in which to try a new product. Advertisers figure that if a product will go in Des Moines, it will go anywhere, as Iowa is an average State with respect to the standards of American life.

At the present time, Des Moines is being used as a "try out" city for Armour's Veribest Corn Beef Hash. The Des Moines *CAPITAL* is being used exclusively. It is also being used as a "try out" city for a new soap by Swift & Co. To start the campaign all the Des Moines newspapers are being used. A few years ago the Shredded Wheat Company tried out their newspaper campaign in Des Moines—Des Moines being chosen as one of four cities. Des Moines is being used now for the initial advertising campaign of Quaker Wheat Berries, a new product of the Quaker Oats Company. The Des Moines *CAPITAL* is being used exclusively. The *CAPITAL* is also being used exclusively in Des Moines for Shredded Wheat advertising, the Force advertising and the Ivory Soap advertising. In fact national advertisers recognize Des Moines as a "try out" city, and the Des Moines *CAPITAL* as the "try out" newspaper. It is big enough and comprehensive enough to make a success of any product judiciously advertised in this city and State.

During the first four months of this year, the *CAPITAL* has published more advertising in six issues a week than any competitor in seven issues a week. The total figures for the four months are:

Capital,	100,147 inches
Register & Leader,	97,806 "
News,	74,439 "

So far as the *CAPITAL* is concerned, this is 20% gain over the same period of 1907.

LAFAYETTE YOUNG, . . . Publisher

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXIII.

NEW YORK, MAY 20, 1908.

No. 8.

PUBLICITY—AND ADVERTISING.

OCEAN CITY HAS BEEN BUILT UP
ON READABLE NEWS MATTER,
AIDED BY ADVERTISING.

Ocean City, as its name indicates, is a maritime settlement, and is one of the progressive seaside resorts with which our coasts are dotted. It forms an important link in the chain of cities on the Jersey Coast, that will presently have the shore metropolitanized from Cape May to Sandy Hook. It is not a dream to regard the Jersey Shore as the home of a community stretching, in unbroken density, over 150 miles of beach, with graded streets, electric lights, water and every other civic convenience. It is, in fact, fairly on the way to realization even now. Cape May, Holly Beach, Sea Isle City, Ocean City, Atlantic City, Brigantine, Barnegat, Beach Haven, Seagirt, Belmar, Ocean Grove, Asbury Park, Elberon, Long Branch and Seabright, are the places of mark, many of which extend their limits into their neighbor, and nearly all of which are connected by that real chain of modern life—the trolley line.

These cities have grown up as individuals, but they are gradually becoming part of a whole metropolitan community, which will exceed, as indeed it already does, any other like community the world has ever known, embracing the largest number of people ever assembled together in pursuit of health and pleasure.

We might pause to regard this vast assemblage as a moral and aesthetic problem, if these aims and dancing it had prayer and

were the only ones in view, but the business of providing the means of health and pleasure is one of the most serious, and moreover it is concerned so intimately with the living subject of advertising, that it is a fit subject for consideration in PRINTERS' INK.

The Jersey shore was adopted as a seaside resort because it was, in the first place, convenient to cosmopolitan life. There were no great natural advantages presented by the strip of sandy island that defends the mainland. It was an arid, low sandy shore, cut here and there by channels leading to the shallow interior bays that offered neither harbors nor ports for shipping. There was fishing and hunting along the beach, mosquitoes in clouds, good bathing in summer, but no other attraction. The enterprise of man has built it up into beautiful cities, redeemed the desert sands and created a splendid and modern civilization; and this he has done largely by wise, sane and liberal advertising, supported of course by kindred and associated enterprises. There is no finer nor better illustration of the value of advertising offered anywhere than is presented by this group of prosperous seaside cities. Nor is there any interest that more carefully preserves their methods of prosperity, by maintaining that publicity in an attractive and liberal form.

Ocean City established itself first as a church and religious community, inviting the serious-minded and barring from its life the lighter temptations of a seaside existence. In place of music and dancing it had prayer and

experience meetings, sermons and summer time springs to such exhortations, and mingled these exercises with the sons, who are in no sense the ozone of the sea and its bathing. Gradually it lost a considerable degree of this cast of character, and as its population grew in volume it only retained the degeneracies that its early life instilled. Having been wisely and temperately launched as a city it has always gone on progressively in the same channels, and has

ures as 15,000, or even 20,000, per-
sons, who are in no sense excu-
sionists nor trippers, but people
spending a real vacation, measured
in weeks. There is a considerable
hotel life, but the most of the
population of Ocean City is the
cottage life, which fact gives
grounds for an estimate of the
character and class of people who
visit it.

In its publicity campaign it had

EASTER AT OCEAN CITY, N.J.

The Brightest Days of Spring
At the Brightest and Realest Sea-
shore Resort on the New Jersey Coast

In no way is the great growth of Ocean City more convincingly and charmingly indicated than in the annual increase in the influx of Easter visitors.

There is a "something" about Ocean City that makes it different from most seashore resorts—without the meretricious glamor of some places, it has a solidity and substantial appeal to people who appreciate its health-giving influences, its beautiful beach, its cottage life, its cozy, homelike hotels, its delightful social life.

Special arrangements have been made at all the hotels, that will be open, to accommodate Easter visitors. An augmented orchestra will render free concerts Easter Sunday, Monday and Easter Saturday, in the beautiful beach casino, free to all visitors—a feature to be found at no other resort.

Frequent trains on both the Pennsylvania and Reading Railroad systems.

Upwards of half a million dollars improvement give Ocean City a remarkable increase in interest since last year—this is the best time of all to rent cottages or to make arrangements for your summer vacation.

Address **M. L. SMITH, Ocean City, N. J.**
 Or Bureau of Information, 607 Bailey Building, Philadelphia

NEWSPAPER COPY—USED JUST BEFORE EASTER.

never become either immoderately virtuous, nor, on the other hand, immodestly flippant in the way open to many towns that are reared for health and pleasure. The town itself that early period, too stretches out over the upper half of seven miles of beach, and occupies half a dozen streets parallel with the sea front. Its population shifts with the seasons, but it has a permanent residential life of several thousand, which

the advantage of older and more experienced towns to guide it and was too rich and extravagant to furnish a model; Cape May, at and pleasure. The town itself that early period, too parsimonious; Ocean Grove too strictly sectarian, and Asbury Park too religious, while Long Branch, with its race-course and gambling-houses, was far too fast altogether. So there were lighthouses set up to warn it against the

(Continued on page 6.)

Place your Philadelphia
announcements in the
paper that every evening
goes into nearly every
Philadelphia home—

“THE BULLETIN.”

NET AVERAGE FOR APRIL

256,152

Copies a Day

“THE BULLETIN’S” circulation figures are net; all damaged,
unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

New York Representative
DAN A. CARROLL
Tribune Building, New York

Chicago Representatives
BRIGHT & VERREE
Boyce Building, Chicago

shoals of disaster. It could avoid them all, and it did. Situated with no particular advantage over any of these places, it had the same natural capital as all of them. That is to say, it had the sea, the bathing, an interior bay for sailing and fishing, and the land upon which to create improvements. Moreover, it even had the decent progressive spirit, and its population was recruited chiefly at first from the steady and healthy Quaker towns of Pennsylvania. Early in its history it enlisted the interest of a young advertising agency, whose chief members, headed by Richard A. Foley, had begun business as reporters in Philadelphia. The other members were Leroy M. Williamson, who for many years had been managing editor of the *Evening Bulletin*, and with the *Record*, and had begun his journalistic life as a dramatic critic; H. R. Whitecraft, one of the star staff of the *North American*; Foster Gilroy and Theodore Ash, both of them at the outstart of their newspaper life writing journalists, as differentiated from the business end of newspaper life. The firm dwells upon this feature of their development because they argue that a publicity bureau, however thoroughly organized the clerical details of its campaign may be, must be able to regard the influences that work in newspaper offices, and have an absolute knowledge of their needs in order to secure what a resort needs,—publicity. So Ocean City, naturally enough, took up the correspondence end, and the work Foley has done for it has been eminently successful. The town allows a set sum for a regular correspondent. It is not much, about \$150 a season, but this amount supplemented by the payment of regular salaries to special men who are sent from week to week to write a story, secures a body of correspondence which, in character and amount, is not equalled by any other resort. By these means the agency maintains a freshness in its seaside work, and sees its monotones with new eyes as it were, and gives the subject a freshness and crisp qual-

ity which does not by any means go hand-in-hand with the subject. For of all the dull and uninteresting subjects that a writer ever breathed life into those at a seaside resort has the fewest and least entertaining features. You have only to glance over the pages of newspaper space devoted to seaside news notes, which scarcely anybody reads, to be assured of this. Nevertheless, the Foley Company has developed this feature to a perfection not attained elsewhere. Fêtes are reported, the lights, the evolutions of the yachts on Egg Harbor Bay, the fishing experiences, the long swims, the rare and beautiful bathing costumes, the music programmes; and, in short, all of the incidents of daily life in a way to make them important and serious. Long experience has taught Foley and his associates how to make these dull subjects at least appear interesting.

But this is only the decoration on the real business of publicity done for Ocean City, which depends more certainly upon the carefully made statements of the advantages the town possesses, by reason of the rail communication with the big cities, the ease and cheapness with which the journey to the sea is taken, the economy and comfort of living there, and the enjoyments to be attained when once settled there. To spread this sort of knowledge the agency used liberal advertising spaces, in the principal newspapers, in the early spring. Deeming that the summer months would take care of themselves in this particular, attention was devoted to summoning the people to the shore at the Easter season. This has become indeed the harvest period for Summer and Seaside resorts, instead of the summer months, and in the advertising the railways led the way. For example, the Pennsylvania Railroad was, for March and April, expending \$20,000 in 100 line two-column bulletins to exploit their forty beaches of New Jersey. The railroad is strictly impartial and spreads the interest from Cape May to Seabright, and the

road does indeed reach forty seaside resorts between the two extremes of coast, which ministers, as they say, to "millions seeking health and recreation."

Incidentally, Ocean City and the other resorts can say little of special recommendation for themselves that the railway companies have not said extremely well. But they make a strong bid for popularity, with their cottages and bungalows, furnished and unfurnished, in wide selections, with handsome frontages on the sea and bay, yacht clubs, board walks, trolleys, ocean piers, safe boating, and all the inducements that are thrown out so attractively to summer and winter and vacation visitors.

The publicity of Ocean City this year was noticeable by reason of its artistic accompaniment of pictures. There was the Summer girl and her escort, and groups of people on the board walks in rolling chairs, in various attitudes of rest and ease, and adorning scrolls of flowers forming a border altogether of a nature to attract the eye. These advertisements were only run during the early spring months and will not be followed up during the summer, except by means of a well-arranged system of letters and circulars. The Foley Company asserts that there is run, as write-up correspondence, from two sticks to a column of matter in all the Philadelphia papers daily, from February to September, and that similar publicity is conducted as successfully in Baltimore and Washington, Wilmington (Delaware), Pittsburg and like cities. An information bureau is maintained in Washington as well as in Philadelphia, and an important part of the work has been the securing of tenants for cottages. The whole business publicity of Ocean City is done through this agency, but it is well backed up by the Board of Trade of the town and the real estate men, who are progressive, liberal-minded people, and lose no opportunity to advance the interests of their smiling and prosperous town.

R. E. RAYMOND.

UNDISPUTED.

It is not disputed that THE RECORD-HERALD has a larger net sold circulation than any other two-cent paper in the United States, morning or evening, and it is the only morning paper in Chicago which freely gives information about its circulation.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

THE TIME TO BUILD UP NEW BUSINESS.

The time through which we are just passing is just the time to build up new and lasting business. When timid advertisers drop out of the papers it is the opportunity of the courageous business men to push the harder. The absence of competition in the advertising columns of the papers and magazines must give the advertisers greater prominence and a larger audience. The greatest permanent successes by advertising have started just in trying times, when others halt and hesitate, pull their horns in and leave to others the right of way.—*Mail Order Journal*.

A LIVELY YOUNGSTER.

A paper that has the circulation like the *Mail Order Journal* and can prove twice, if not thrice, the circulation of all other similar monthlies combined, has to appear regularly to retain the good will of its subscribers—its best asset.—*Mail Order Journal*.

WHAT ONE HOTEL MAN DISCERNS.

From time immemorial there have been many good and useful newspapers (and magazines) which solicited resort advertising on a basis of comparative figures. "Last year, in the month of April, we printed twice as much resort advertising as any other paper in our town," read one paper's letter. Pish! Also tush! Maybe—but what about the rate, and is railroad and steamboat advertising included, and do both display and classified count, in the measurement, in one paper and not in another?

Now, why not get right down to brass tacks, and say: "Last April Mr. Johnston, of the Albemarle, right next door to you, got results by using the *Dispatch*. He's in again this year. You know the sort of guests he has. If you want that kind, use the *Dispatch*. Just glance over what he says." Testimonials aren't hard to get—and long ago the patent medicine folks proved the worth of local recommendation.

* * *

In some places the papers have a cheerful habit of printing full-page advertisements of some one resort—made up of the publicity of hotels, transportation lines, and the Board of Trade, or whatever body may be pushing things. And some extraordinarily effective advertising has been done, not only attracting present attention but building up business for the future. The solicitor who can work up such business needs ideas.

The same general scheme has been used successfully by an eastern paper, which selected half a dozen popular trolley trips, a hundred miles long, and lined up the hotels and trolley people for quarter-page advertisements, run each Sunday to develop travel during the early part of the week. The advertising had a touch of the "spend your vacation at home, in comfort, and yet enjoy traveling" argument. It was effective.

* * *

Resort editions aren't as popu-

lar as they once were—possibly, on the principle that you can fool very few advertisers all the time. The steady plugging, day in and day out, is what seems to count. The big editions attract attention, of course, but there is so much competition that the average pocket-book doesn't have as good a show as in more peaceful days. And the newspapers, as one or two managers admit, find that the advertisers expect great things of the special splurges, and their disappointment re-acts unfavorably on general business.

* * *

A Pittsburg daily, so the story runs, jumped its resort business from nothing to a column and a half a day by the simple and time-honored expedient of using strong follow-up letters and circulars, beginning the series in February and continuing until July. The subjects to be discussed, and the letters, were all worked up several weeks in advance, and when the campaign started it was worked thoroughly by personal solicitation. But the major part of the credit is given the never-ending letters.

* * *

Wilmington, Delaware, is twenty-five miles from Philadelphia, and Mr. Denis said his Atlantic City hotel was sufficiently advertised by two Philadelphia papers. "Everybody in Wilmington, that I want to reach, reads one or the other of those papers," he said, "so I guess I'll try to worry along without your paper." But the solicitor wasn't to be deprived of his commission. He got a fairly complete list of the Wilmington folks, who had been paying guests of Mr. Denis, in the six months back. Then he got the morning carriers in Wilmington to check the list and see which Philadelphia papers the people read. Mr. Denis gave that Wilmington man an order, and the paper carries his business to this day.

* * *

A good many newspapers and magazines have had Travel Bureaus, Where-to-Go Departments, etc., and have found them more

or less helpful, depending on how things were worked. With newspapers generally, the expense of operation cuts into advertising profits so heavily that such departments are not maintained except in name. Real service is given in some cases, but, in the majority of cases, the individual can do more for himself—and have all the fun besides. Pretty mostly, people really enjoy fussing over "Vacation Guides," such as are issued by the railroads nowadays—the old-time theory of the joys of anticipation applying with full force to planning pleasure trips. One or two magazines have solved the problem very satisfactorily, by handling individual cases as they come up. One magazine, for instance, offers the help of its "Readers' Service" Department (which looks after all queries from subscribers), and thus sees that its subscribers get real service, promptly. Another magazine has found that it had to cut out a lot of this free service to make the hotel and resort business pay—and was somewhat astonished to find that its volume of business was hardly affected by the change!

* * *

Meanwhile, some of the old-timers go on carrying a large volume of profitable business at stiff rates—merely, as one may say, because they give results. Glance at the *Outlook*, for instance—it is enough to make almost any advertising man envious—or at *Country Life in America*—or at the *New York Herald*—or the *Philadelphia Press*. And there is one thing apparently true in every instance: the resort medium is a quality magazine, or newspaper, as the case may be—in the case of the magazines it is almost a class publication that does the best.

* * *

The manager of a Lakewood, N. J., hotel says it this way: "For quick results, at low cost, give me the newspaper. If you can wait a little longer for good trade, use the magazine, too. But don't try the magazine alone; you can't stand the strain. Big space is less necessary than steady hammering.

45,226

Want Ads

were printed in the Des Moines REGISTER AND LEADER during January, February, March and April—nearly as many want ads as any two other Iowa newspapers carried during the same months.

"The volume of classified advertising carried by a newspaper is a record of a popular vote upon the comparative advertising values of the daily newspapers of a city. The paper that secures the largest proportion of these small announcements never fails to be the one that is closest to the hearts of the people."—*Printers' Ink*.

THE REGISTER AND LEADER

Average Circulation April, 1908,

Net Paid.

31,095 Copies.

I'd rather have six lines every day than fifty on Sunday. And change the copy often—if you have only three good ads, then alternate them. Try to find something to say, truthfully, that nobody else in your field can say."

AS THE "FOURTH ESTATE" SEES
C. F. KING EIGHTEEN
MONTHS AFTER.

The superintendent of police of Boston, William H. Pierce, on May 2 issued a circular asking for the arrest of Cardenio F. King, who formerly published the Boston *Tribune* and who disappeared February 22. The circular said:

"We hold a warrant charging King with thirty-one counts of larceny, amounting to \$25,338. He received money to buy stocks, which he failed to do. If located, arrest, wire me and we will send officer with necessary papers for him."

The schedules of the King liabilities and assets were filed last week in the United States District Court at Boston by Charles A. McDonough, counsel for the petitioning creditors.

The schedules are correct only so far as the creditors have been able to discover and represent King as having liabilities of \$297,881.35 with nominal assets of \$13,668.78.

All of the liability is set down as unsecured and is distributed among about 400 creditors.—*Fourth Estate*.

THE MAGNETIC POWER OF
ONE.

A man in the street paused at a haberdasher's window in which were displayed some shirts and cravats. All the shirts were of one design, and all the cravats of one color, to match. He paused long enough to be reminded that he wanted a new cravat or two, and something about like those in the window. Then he went on.

A block further down he had arrived at the point where he thought he might as well get that cravat now, while he was about it, and then it would be off his mind. So he went into another haberdasher's whose window was crowded with cravats, shirts, socks, suspenders, collars and pajamas of all colors.

"Something in neckties?" said the salesman. "Certainly. Do you want a four-in-hand? Here are some at a dollar, some at fifty-five cents, some at thirty-five. We have neat bow ties in all colors from twenty-five cents up. Perhaps you prefer a knit tie? How about an ascot?"

In thirty seconds he had strewn over the counter fully a dozen boxes of neckwear. That puzzled the man who wanted a cravat. He hesitated between three things—price, color and style. While he was hesitating the salesman shattered what remained of his faculty of attention.

"We are having a special sale of half-hose to-day," he continued, suavely. "Regular fifty-cent goods marked down to three for a dollar. I can give you half a dozen for one-eighty-eight or a dozen for three-fifty. All colors—pick 'em out." And on top of the cravats he displayed socks in a dozen boxes.

That finished the customer's attention-faculty. Down street he had wanted a cravat of the kind he saw in the window; up here he didn't know what he wanted. That display of one kind of cravat had centered his attention on *one*, and roused his desire. Up here they centered his attention on the whole shop, and his attention wasn't big enough to an-

alyze the assortment and make a choice. The man who has an attention-faculty that can be depended upon to act in such a quandary is exceedingly rare. So eventually the man took what was left of his mind and went back to the shop with *one* in the window, and bought three cravats just alike. Then he bought three of the shirts that were shown with the cravats, because in going back he had had another look at them.

Merchandise must be sold with a little legerdemain. Just as the conjurer forces upon a spectator precisely the card he wants him to hold, so the skilful merchant and salesmen force goods by displaying *one*. Many merchants fancy that it is best to aim to please. But it isn't. What sells goods is forcing the card and making decisions for the customer. Putting goods in the window sells them. Every business man knows that. It isn't the fact that the stuff is in plain sight that sells it, however, but because the window, properly dressed, makes decision for the customer. Instead of coming in to look at some cravats, he comes in and says he wants *that one*, and nothing is likely to change his decision.

This principle of forcing the card applies much more broadly. What makes periodical advertising profitable?

Most business men would say, "Why, it informs people about goods." And so it does. But look over the newspapers a day and pick out the widely-known commodities. In ninety-nine cases out of the hundred the successful specialty is advertised as *one*.

It isn't how much you show the prospect that helps him make a decision and a purchase, but how much you can keep out of sight. This is a world fairly crowded with commodities. The mind recoils from the thousand pages of a mail-order catalogue, and is bewildered by the sixty-seven departments of a Sixth Avenue store. So the mail-order house, when it wants to send the catalogue, advertises safes, bicycles or family tombstones alone. *One* is the entering wedge. Likewise,

the department store is laid out with reference to displaying *one*. In the gas-range section they show you how a toaster works, and in the grocery department they give you a cup of cocoa. Special offers, demonstrations and samples bring goods to the attention. Every business man understands that. But they force the card, too, and make the decision; and this is a point that fewer business men understand.

Run over the advertised commodities that you can bring to mind, or else look them up. How many manufacturers are exploiting even as many as two distinct products? Very few indeed. No matter how many different things are manufactured, it is *one* that leads, and is known. This one introduces the rest. Sometimes. Again, it doesn't. Many the maker of a world-famous specialty who has little-known products. Many the auxiliary product that has failed when the manufacturer tried to tack it onto the tail of his publicity kite, and sometimes the kite itself has been set wobbling or been brought down.

The psychology of *one* is very simple and definite. It always works because it is human nature. Throw the entire contents of a department store at a man, and you are dealing in generalities. But take him into the house-furnishing department and show him a kitchen cabinet, and you are dealing specifically. You are talking business. He wants one for his wife. Let nothing intervene while he is getting his attention on it, and when he is attending don't for the world distract him by showing something else. Do it in the window. Do it in the newspaper, the street car, the magazine. Work with the natural habit of the human mind instead of against it.

FIGHT IN THE NURSERY.

The *Mail Order Journal* has, unlike all its imitators, appeared for eleven years on the first of each month. It has never waited like the other monthlies claiming to be devoted to business and advertising problems, until it had enough advertising to come out.—*Mail Order Journal*.

WHO IS AT FAULT?

Two forms of waste are conspicuous in the advertising and selling literature of many concerns, whose business is perfectly organized on almost every other line.

One is the expenditure of money, in large sums, for space in periodicals which fail to bring returns, because the character and distribution of their circulation is such that they are not adapted to the needs of these advertisers.

The other is the purchase and distribution of vast quantities of printed matter, so poorly planned and imperfectly executed that it lacks in every business-getting attribute, and proves to be an utterly useless expense.

The responsibility for the disposition of advertisers to throw away money in publications not suited to their needs, and in printed matter that has no power to make sales, is one which has rested equally on several closely connected interests.

For the tendency to "try out" publications, regardless of evidence that they are fitted for the advertising in question, perhaps there is no one thing so much to blame as the "non-service" advertising agency, with its combination list of doubtful mediums and its lack of knowledge of the inside facts about publications generally.

The use of ineffective printed matter has been largely the result of the activity of the "cut-rate" printer who agrees to do work at a ridiculously low figure—at a price which absolutely prohibits the employment of any constructive ability in its production, and which causes the high-class printer to cease to compete for the work of the house which buys it.

But the "non-service" agency is rapidly losing its hold on the accounts of practically all successful houses, and is becoming a memory of the dark ages of advertising. Likewise, the printer who was forever and always taking the job at a figure just a little lower than the other fellows is working his

way off the business stage, via the factors of character and distribution—bankruptcy exit, and his influence of circulation are closed is becoming less and less noticeable.

Most of those who will read this article are familiar with the continued success of a score or more of strictly service agencies, in competition with the fellows who cut rates and split commissions in lieu of service. There have been any number of recent successes among printing houses operating on the service line. A big department store has lately had produced 20,000 announcements at a cost of fifty cents each—and got their money's worth. This would have been inconceivable a few years ago.

Still the slaughter of the advertising innocents goes on. The new man in the game gets stung one-half to three-fourths of his appropriation, especially if he places his business direct. The agency that looks out for the interests of its customers, rather than for its own immediate gains in the way of commissions, has constantly to guard them against the persuasion of the solicitor representing papers which cannot possibly do them any good. A vast volume of printed matter continues to be bought and circulated without results.

Who is most to blame? While giving the non-service agency and the non-service printer all the responsibility to which they are entitled, I am led to the conclusion that, at the present time, the more powerful influence for bad in the premises is that of the publishers of periodicals in the market for general advertising. The methods used by the greater part of the publishers, in seeking business, in evidence day by day at my office or the offices of my clients—both as regards solicitors and correspondence—amply sustains my conclusion.

Not one in ten of the solicitors who come to see me know wherein his publication is calculated to benefit my customers. Mighty few of them know anything more about their propositions than the circulation, rate and various obvious details. The great and vital for with great energy, if little dis-

books to them. The letters and printed matter sent me by publications are even less informative, to say nothing of its vast unattractiveness and distinctly repellent form, in so many cases. The advertising departments of all but a few leading mediums, the cause of whose prosperity it is not difficult to ascertain, seem to be utterly divorced from the circulation departments, and scarcely acquainted even with the editorial plans and purposes.

The psychological effect of all this on the advertiser is infernally bad. He is getting good returns from a few good mediums, and has money to spend for equal results from other publications. In the bunch that are after his business there aren't any, however, which can tell him why they may reasonably be depended upon to "make good" on his account. So he regularly adds a dozen or a score or a hundred to his list each year—only to drop nine-tenths of them next time. Similarly the advertiser sees a constant stream of poor printed matter from publishers, and is influenced unconsciously to buy the same brand—except he be acute enough to figure it out that since it doesn't appeal to him it won't appeal to his trade.

We are constantly fighting to get our customers into periodicals which we know will pay them—generally our knowledge based on investigation made without the co-operation of the publishers. Often we fail, to the loss of everybody concerned, because the publisher and his representatives don't know enough about their own medium to back up our efforts intelligently. With equal persistence, we are compelled to fight to keep our customers out of mediums which we know cannot possibly do them any good—but the solicitors for which are so profuse in promises that it is hard for the advertisers to turn them down. Often we have to fight against a medium on an account it has gone

cretion, and urge it on advertisers whom its solicitors have neglected in their ignorance.

Any periodical, or newspaper, for which one thousand or more American people will pay two-bits or upward a year has a constituency of sufficient buying power in certain fields, to make its advertising columns profitable to the publisher and to advertisers who need to reach these fields. If the publisher would only get acquainted with his people and present his medium properly, to advertisers who wish to get acquainted with them, how happy and prosperous would be their relations! Instead, the publisher of a labor-union paper begs for automobile advertising, and the solicitor of the banker's magazine clamors for rubber-collar copy! The former ignores the rubber-collar account and the latter passes by on the other side of the automobile appropriation.

Once in a while, to be sure, there is found a publisher who knows his proposition thoroughly—knows it so well as to be aware of the classes of advertising which it cannot carry to the profit of the advertisers. One shining example of this kind of knowledge is given in a letter which came to my desk this morning, from the publisher of a comparatively unknown class journal, reaching men almost exclusively, giving me the address of a new advertiser wishing to reach women. My good friend had been keen enough and fair enough to say that his journal couldn't possibly do this advertiser any good. The big fellows do this kind of thing right along, of course, but it is distinctly refreshing to run across it in the practice of smaller publications.

Get acquainted with your propositions, and organize your soliciting campaigns accordingly, and you'll help the advertiser, help the agent and put gold dollars in your purse. You will find every keen advertiser and every up-to-date agent ready to talk to your men when your men have facts of application to present instead of glittering generalities. And, in

the name of all the gods of advertising, shut off the flood of "bum" printed matter that deluges us day by day! Tell us your story in the trade journals and in legitimate advertising channels, "following-up" with decently printed stuff in moderation, and we will welcome it in proportion as it hits the spot; but give the paper trusts a blow, and relieve us by cutting out the mass of stuff that only makes us sore on your propositions by its very ugliness and inefficiency!

JEFFERSON THOMAS.

FREE SAND.

One of the cheapest of commodities is sand, yet even sand can be used as a premium with good results. A. D. Matthews' Sons in Brooklyn advertised as follows: "A sand pail and all the Coney Island sand you want to carry in it for 5c. Free sand for children to play with at home with any purchase in the Toy Department. One woman came in yesterday and said that the little pail of sand she had taken home on Monday kept her little girl quietly and contentedly at play for hours, while she, the mother, had enjoyed hours of rest as a result. The sand is free with any purchase in the Toy Store."—*Merchants' Record*.

ALL OF THIS IN ONE ISSUE.

We wish every business man in Troy could read PRINTERS' INK each issue. It is full of information and suggestions of value to every merchant, wholesaler, manufacturer or anybody interested in advertising (and who is not?) In the current issue is an article on the commercial value of an advertised trademark, another telling how Tom Johnson has made his great bank a success by advertising, a third on increasing sales by putting up goods in attractive packages, a fourth on advertising a wholesale grocery from which every retail grocer can get valuable pointers. The time element in bargains, advertisement criticism and example, and many other timely pointers, make this issue a valuable one for a *LIVE* advertiser.—*Troy, Ohio, Record*.



ONLY ONE.

After devoting careful consideration to all the claims for the so-called Gold Marks which were received during the year, the Directory editor reached the decision that none of them was quite strong enough to persuade him to award these symbols. It is the policy of the Directory to go slow in according the Gold Marks, and unless a claim is exceedingly convincing it does not receive favorable consideration.

One paper was accorded the badge of honor, however, which had not made application, and this was the Richmond, Va., *Times-Dispatch*. This brings the total number of Gold Mark publications up to 121, the complete list of which is given below:

NEWSPAPERS.

New York Sun (morning)	S	Commercial Bulletin, Boston	W
New York Sun	S	Manufacturers' Record, Baltimore	W
New York Times	D	Tradesman, Chattanooga	S-M
New York Herald	D	Railroad Gazette, New York	W
New York Herald	S	Engineering and Min. Jour., New York	W
New York Tribune	D	Engineering Magazine, New York	M
New York Tribune	S	Engineering News, New York	W
New York Evening Post	D	Engineering Record, New York	W
New York Journal of Commerce	D	Electrical World, New York	W
New York Staats-Zeitung	S	Electrical Review, New York	W
New York Staats-Zeitung	D	Street Railway Journal, New York	W
New York Law Journal	D	Iron Age, New York	W
Brooklyn Eagle	D	Am. Wool and Cotton Reporter, Boston	W
Brooklyn Eagle	S	Grain Dealers' Journal, Boston	S-M
Chicago Tribune	D	Furniture Record, Grand Rapids	M
Philadelphia Press	D	Real Estate Record and Builders' Guide, New York	W
Philadelphia Public Ledger	D	Architectural Record, New York	M
Pittsburg Dispatch	D	Carriage Monthly, Philadelphia	M
Boston Evening Transcript	D	Northwestern Miller, Minneapolis	W
Baltimore Sun	D	American Machinist, New York	W
Buffalo Commercial	D	Machinery, New York	M
Buffalo Express	D	Inland Printer, Chicago	M
Buffalo Illustrated Express	D	Bakers' Helper, Chicago	M
Rochester Post-Express	D	Confectioners' Journal, Philadelphia	M
Cincinnati Enquirer	D	Boot and Shoe Recorder, Boston	W
Cincinnati Enquirer	S	Fibre and Fabric, Boston	W
Columbus Dispatch	D	Textile World Record, Boston	M
New Orleans Picayune	D	Shoe and Leather Gazette, St. Louis	W
New Orleans Picayune	S	National Druggist, St. Louis	M
New Orleans Times-Democrat	D	Dry Goods Economist, New York	W
Milwaukee Evening Wisconsin	D	Apparel Gazette, Chicago	S-M
Minneapolis Journal	D	Crerand's Cloak Journal, New York	M
St. Paul Pioneer Press	D	Hardware Dealers' Magazine, New York	M
Washington Star	D	Keystone, Philadelphia	M
Louisville Courier-Journal	D	Country Gentleman, Albany	W
Louisville Courier-Journal	S	Farm Journal, Philadelphia	M
St. Louis Globe-Democrat	D	Hoard's Dairymen, F. Atkinson, Wis.	W
Providence Journal	D	American Thresherman, Madison, Wis.	M
Hartford Courant	D	Army and Navy Journal, New York	M
Springfield (Mass.) Republican	D	Scientific American, New York	W
Springfield (Mass.) Republican	D	Clipper, New York	W
Worcester L'Opinion Publique	D	Dramatic Mirror, New York	W
Charlotte (N. C.) Observer	D	Vogue, New York	W
Charleston News and Courier	D	Maritime Register, New York	W
Columbia State	D	Pilot, Boston	W
Columbia State	S	Churchman, New York	W

NEWSPAPERS—continued.

Atlanta Constitution	D
Augusta Chronicle	D
Savannah Morning News	D
Jacksonville Times-Union	D
Dallas Morning News	D
Galveston News	D
Mobile Register	D
Montgomery Advertiser	D
Lewiston (Me.) Evening Journal	D
Lewiston (Me.) Journal	W
Norfolk (Va.) Landmark	D
Portland Oregonian	D
Seattle Post-Intelligencer	D
Petersburg (Va.) Index-Appeal	D
Petersburg (Va.) Index-Appeal	W
Richmond (Va.) Times-Dispatch	D
Halifax (N. S.) Herald	D
London (Ont.) Free Press	D
Toronto (Ont.) Globe	D

CLASS JOURNALS.

Commercial Bulletin, Boston	W
Manufacturers' Record, Baltimore	W
Tradesman, Chattanooga	S-M
Railroad Gazette, New York	W
Engineering and Min. Jour., New York	W
Engineering Magazine, New York	M
Engineering News, New York	W
Engineering Record, New York	W
Electrical World, New York	W
Electrical Review, New York	W
Street Railway Journal, New York	W
Iron Age, New York	W
Am. Wool and Cotton Reporter, Boston	W
Grain Dealers' Journal, Boston	S-M
Furniture Record, Grand Rapids	M

Real Estate Record and Builders' Guide, New York

Architectural Record, New York	M
Carriage Monthly, Philadelphia	M
Northwestern Miller, Minneapolis	W
American Machinist, New York	W
Machinery, New York	M
Inland Printer, Chicago	M
Bakers' Helper, Chicago	M
Confectioners' Journal, Philadelphia	M
Boot and Shoe Recorder, Boston	W
Fibre and Fabric, Boston	W
Textile World Record, Boston	M
Shoe and Leather Gazette, St. Louis	W
National Druggist, St. Louis	M
Dry Goods Economist, New York	W
Apparel Gazette, Chicago	S-M
Crerand's Cloak Journal, New York	M
Hardware Dealers' Magazine, New York	M
Keystone, Philadelphia	M
Country Gentleman, Albany	W
Farm Journal, Philadelphia	M
Hoard's Dairymen, F. Atkinson, Wis.	W
American Thresherman, Madison, Wis.	M
Army and Navy Journal, New York	M
Scientific American, New York	W
Clipper, New York	W
Dramatic Mirror, New York	W
Vogue, New York	W
Maritime Register, New York	W
Pilot, Boston	W
Churchman, New York	W

MAGAZINES.

Forest and Stream, New York	W
Life, New York	W
Nation, New York	W
Atlantic Monthly, Boston	M
Century, New York	M
Country Life in America, New York	M
Harper's Weekly, New York	W
Harper's Bazaar, New York	M
Harper's Monthly, New York	M

GREAT is environment! The better the surroundings you provide for your clerks the better the work they will do.

NOW READY

ROWELL'S

American Newspaper

Directory

1908 Edition

The book has been carefully revised, and is the only work published which contains complete and accurate information, brought down to January 1, 1908, regarding the newspapers and periodicals of the United States and Canada. The present volume is the Fortieth Annual Edition that has been issued, each under the personal supervision of Mr. George P. Rowell.

The price of the Directory is \$10.00, expressage prepaid.

THE PRINTERS' INK PUBLISHING CO.

10 Spruce Street, New York

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the Roll of Honor of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, dy. Average for 1907, **21,861**. Best advertising medium in Alabama.

Gadsden, Evening Journal, dy. Average 1907, **2,468**; largest in Alabama north of Birmingham.

Montgomery, Journal, dy. Aver. 1907, **9,464**. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican. Daily aver. 1907, **6,519**. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times. Daily average 1907, **4,188**. Largest circulation in city of 35,000.

Little Rock, Arkansas Gazette, morning. 1907 average **12,427**. The State paper.

CALIFORNIA.

 Oakland, Enquirer. Average 1907, **28,429**; March, 1908, **49,208**. Largest circulation in Oakland guaranteed.

COLORADO.

Denver Post. Circulation—Daily **59,606**. Sunday **84,411**. The figures Tell RESULTS

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport, Evening Post. Sworn daily, year 1907, **11,945**. Sworn daily, March, **12,498**.

 Bridgeport, Morning Telegram, daily. Average for April, 1908, sworn, **12,251**. You can cover Bridgeport by using Telegram only. Rate, 1½c. per line, flat.

Bridgeport, Standard, evening. Actual average 1907, **6,300** copies.

Meriden, Journal, evening. Actual average for 1908, **7,550**. Average for 1907, **7,748**.

Meriden, Morning Record and Republican. Daily average 1908, **7,672**; 1907, **7,769**.

New Haven, Evening Register, dy. Annual sworn aver. for 1907, **15,720**; Sunday, **12,104**.

New Haven, Leader, 1907, **8,727**. Only evg. Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, Palladium, dy. Aver. '08, **9,549**; 1907, **9,570**. E. Katz, Special Agent, N. Y.

New Haven, Union. Average 1907, **16,548**. E. Katz, Special Agent, N. Y.

New London, Day, evg., Aver. 1906, **6,104**; average for 1907, **6,547**; March, 1908, **6,708**.

Norwalk, Evening Hour. April circulation exceeds **8,500**. Sworn statement furnished.

Norwich, Bulletin, morning. Average for 1906, **6,559**; 1907, **7,208**; January, 1908, **7,488**.

Waterbury, Republican. Av. 1907, **6,388** mon.; **4,400** Sunday. Feb., '08, Sun., **5,932**.

DISTRICT OF COLUMBIA.
Washington, Evening Star, daily and Sunday. Daily average for 1907, **85,496** (O.O.).

FLORIDA.

Jacksonville, Metropolis, dy. Average 1907, **16,880**. E. Katz, Special Agent, New York.

Tampa, Tribune, morning. Average 1907, **12,516**. Largest circulation in Florida.

GEORGIA.

Atlanta, Journal, dy. Av. 1907, **51,144**. Sunday **56,882**. Semi-weekly **68,375**. The Journal covers Dixie like the dew.

IDAHO.

Boise, Evening Capital News, d'y. Aver. 1907, **5,868**; Actual circulation, Dec. 1907, **6,070**.

ILLINOIS.

Aurora, Daily Beacon. Daily average for 1906, **6,454**; 1907, **6,770**; 4 months, 1908, **7,080**.

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, The American Journal of Clinical Medicine, mo. (\$2.00), the open door to the American Doctor, and through him to the American Public. Av. circul'n for past 5 years, **9,000**.

Chicago, Bredier's Gazette, weekly. **22**. Aver. circulation for year 1906, **70,000**. For year ended Dec. 25 1907, **74,755**. Aver. '08, **74,859**.

Chicago, Commercial Telegraphers' Journal, monthly. Actual average for 1907, **15,000**.

Chicago. Dental Review, monthly. *Actual average for 1906, 4,000; for 1907, 4,018.*

Chicago. Journal Amer. Med. Ass'n. weekly. *Av. for '07, 52,817; Jan., Feb., Mar., '08, 53,087.*

Chicago. National Harness Review, monthly. *5,000 copies each issue of 1907.*

Chicago. Record-Herald. *Average 1907, daily 151,564; Sunday 216,464.* It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

Guaranteed. The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Galesburg. Republican-Register. *Av. 6,827.* Exam. A. A. Seaver. *50% more than other daily.*

Joliet. Herald, evening and Sunday morning. *Average for year ending April 30, 1907, 1,371.*

Peoria. Evening Star. *Circulation for 1907, 21,659.*

INDIANA.

Evanston. Journal-News. *Av. for 1907, 18,183. Sundays over 18,000.* E. Katz, S. A., N. J.

Notre Dame. The Ave Maria. Catholic weekly. *Actual net average for 1907, 26,112.*

Princeton. Clarion-News. daily and weekly. *Daily average 1907, 1,577; 2,641.*

Richmond. The Evening Item, daily. *Shows average net paid cir. for 12 months ending Dec. 31, 1907, 5,089.* More rural route subscribers than any paper circulated in Wayne County. The Item goes into 80 per cent of the Richmond homes. No street sales. Use no premiums.

Guaranteed. The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend. Tribune. *Shows average Mar. 1908, 9,778.* Absolutely best in South Bend.

IOWA

Burlington. Hawk-Eye, daily. *Aver. 1907, 8,987. All paid in advance."*

Davenport. Times. *Daily aver. Apr. 14, 028.* Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, Publisher. *Circulation for 1907, 41,582.* Late 70 cents per inch, flat. If you are after business in Iowa, the CAPITAL will get it for you. First in everything.

KANSAS.

Hutchinson. News. *Daily '06, 4,260; '07, 4,670.* E. Katz, Special Agent, N. Y.

Lawrence. World, daily. *Actual average for 1907, 4,217.*

Pittsburg. Headlight, dy. and w. *Average 1907, daily 6,228; weekly 5,547.*

KENTUCKY.

Lexington. Leader. *Av. '06, circ. 5,157. Sun. 6,798; for '07, even, 5,890; Sat. 7,108.* E. Katz.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. *Actual average for 1907, 1,393,488.*

Augusta. Maine Farmer, w. w. *Aver. for 1907, 14,196.* Rates low; recognized farmers' medium.

Bangor. Commercial. *Average for 1907, daily 10,015; weekly, 28,422.*

Phillips. Maine Woods and Woodsman. weekly. J. W. Brackett Co. *Average for 1907, 8,012.*

Portland. Evening Express. *Average for 1907, daily 18,514. Sunday Telegram, 8,855.*

MARYLAND.

Baltimore. American. *Daily average for 1907, 75,652; Sun., 91,209.* No return privilege.

Baltimore. News, daily. Evening News Publishing Company. *Average 1907, 77,748. For April, 1908, 90,424.*

Guaranteed. The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Evening Transcript (©©). *Boston's tea-table paper.* Largest amount of week day adv.

Guaranteed. The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

INDIANA.

Boston. Globe. *Average 1907, daily, 181,844; Sunday 308,808.* Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

Guaranteed. The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

INDIANA.

Boston. Post. *Average 1907, daily, 24,698; Sunday, 29,768.* Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post.

"Grow with us in 1908."

Human Life. The Magazine About People. *Guarantees and proves over 200,000 copies monthly.*

Guaranteed. The absolute correctness of the latest circulation rating accorded the Human Life is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

INDIANA.

Lynn. Evening Item. *Daily shows av. year 1906, 15,068; 1907, average, 16,532.* The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Worcester. Gazette, eve. *Av. 1907, 14,682.* dy Largest eve. circ. n. Worcester's "Home" paper.

Worcester. L'Opinion Publique, daily (©©). *Post average for 1907, 4,586.*

MICHIGAN.

Bay City. Times, evening. *Average for 1907, 11,064 copies, daily, guaranteed.*

Jackson Patriot. *Average Feb. '08, daily 8,558; Sunday 9,848.* Greatest net circulation.

Saginaw. Courier-Herald, daily, only Sunday paper; *av. for 1907, 14,749.* Exam. by A. A. Saginaw.

Saginaw. Evening News, daily. *Average for 1907, 50,587; April, 1908, 19,662.*

MINNESOTA.

Minneapolis. Farmers' Tribune, twice-a-week. W. J. Murphy, pub. *Aver. for 1907, 52,074.*

Minneapolis. Farm Stock, and Home, semi-monthly. *Actual average 1906, 82,187; 1907, average for 1906, 100,266; for 1907, 104,356.*

Guaranteed. The absolute correctness of the Farm Stock and Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal. Daily, even evening and Sunday. (©). In 1907 average daily circulation 76,861; Evening, in 1907 av. Sunday cir., 74,575. Daily average circulation for Apr., 1908, 76,712. Average Sunday circulation for April, 1908, 74,602. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the greatest number of purchasers throughout the Northwest. The Journal brings

CIRCULATIN' **Minneapolis Tribune** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday day Tribune average per issue for the year ending December, 1907, was 76,608. The daily Tribune average per issue for the year ending December, 1907, was 101,165.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub., 1907, 54,292.

St. Paul, Pioneer Press. Net average circulation 460, for 1907—Daily 85,716. Sunday 85,465.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSOURI.

Joplin, Globe. daily Average 1907, 17,080. E. Katz, Special Agent, N. Y.

St. Joseph, News and Press. Circulation 1907, 87,588. Smith & Thompson, East. Repr.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, mo. Actual average for 1907, 104,666.

NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly. 148,245 for year ending Oct. 30, 1907.

Lincoln, Freie Presse, weekly. Average year ending Sept. 25, 1907, 142,989.

NEW HAMPSHIRE.

Nashua, Telegraph. The only daily in city. Average for 1907, 4,271.

NEW JERSEY

Ashbury Park, Press. 1907, 5,076. Gained average of one subscriber a day for ten years.

Camden Daily Courier. Actual average for year ending December 31, 1907, 9,001.

Elizabeth, Journal. Av. 1905, 6,515; 1906, 7,847; 1907, 8,811; Jan., '08, 9,479.

Jersey City, Evening Journal. Average for 1907, 24,580. Last three months 1907, 25,928.

Newark, Eve. News. Net dy. av. for 1906, 65,023 copies; for 1907, 67,195; Jan. 69,829.

Trenton, Evening Times. Av. 1906, 18,227; over, 1907, 20,270; last 1/4 yr. '07, over, 20,409.

NEW YORK.

Albany, Evening Journal. Daily average for 1907, 16,595. It's the leading paper.

Brooklyn, Weekly Record, weekly, 2 cents. Aver. for year 1907, 6,112. A want ad medium.

Brooklyn, N. Y., Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, 54,697.

Buffalo, Courier, morn. Av. 1907, Sunday, 91. 447, daily, 51,604; Enquirer, even., 84,576.

Buffalo, Evening News. Daily average 1905, 94,690; for 1907, 94,743; 1907, 94,848.

Mount Vernon, Argus, evening. Actual daily average for year ending April 30, 1908, 4,416.

Newburgh, Daily News, evening. Average circulation first quarter 1908, 6,088. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

New York City.

New York, Army and Navy Journal. Est. 1863. Weekly average, 4 mos. to April 25, '08, 10,185.

Automobile weekly. Average for year ending Dec. 1907, 17,093.

Bakers' Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, 5,784.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Circulation for 1907 64,416; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1907, 26,641 (©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Aver. for 1907, 8,588—sworn.

Music Trade Review, music trade and art weekly. Average for 1907, 4,709.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1858. Actual weekly average for 1907, 7,269.

The People's Home Journal. 564,416 mo. Good Literature. 458,666 monthly, average circulation for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending April, 1908, 9,647; April, 1908, issue, 10,500.

The World. Actual aver. for 1907, Morn., 245; 442. Evening, 405,172. Sunday, 458,835.

Poughkeepsie, Star, evening. Daily average for 1907, 8,797; for March, 1908, 10,538.

Schenectady, Gazette, daily. A. N. Lleety. Actual average for '06, 18,869; for '07, 17,152.

Troy, Record. Average circulation 1907, 20,168. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1907, 2,542.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1907, 14,589.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977; 1907, 9,551.

Ashland, Amerikan Sanomat, Finnish. Actual average for 1907, 11,120.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, 74,911; Sunday, 88,878; April, '08, 78,251 daily; Sun., 84,706.

Dayton, Journal. 1907, actual average, 21,817.

Springfield, Farm and Fireside. over $\frac{1}{4}$ century leading Nat. agricult'l paper. '07, 447,845.

Warren, Daily Chronicle. Actual average for year ending December 31, 1907, 2,587.

Youngstown, Vindicator. Dy. av. '07, 14,768; Sy. 10,017; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA.

Muskogee, Times-Democrat. Average 1906, 5,514; for 1907, 6,659. E. Katz, Agt., N. Y.

Oklahoma City, The Oklahoman. 1907 aver., 20,150; Apr. 1908, 24,184. E. Katz, Agent, N. Y.

OREGON.

 **Portland**, Journal, has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal**, **daily average 1907, \$8,805; for April, 1908, \$9,559**. **Vreeland-Benjamin, Representatives, N. Y. and Chicago.**

 **Portland**, The Oregonian (©©). For over fifty years has been the great newspaper of the Pacific Northwest—more circulation, more foreign and domestic than any other Oregon newspaper. **March circulation, daily average 28,989; Sunday average 42,587.**

Portland, Pacific Northwest, mo.; **average for 1907, 16,000**. **Leading farm paper in State.**

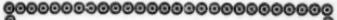
PENNSYLVANIA.

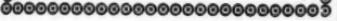
Chester, Times, ev'g d'y. **Average 1907, \$7,640**. **N. Y. office, 230 B'way**. **F. R. Northrup, Mgr.**

Erie, Times, daily. **Aver. for 1907, 18,511; April, 1908, 18,894**. **E. Katz, Sp. Ag., N. Y.**

Harrisburg, Telegraph. **Sworn av. Apr. 1908, 15,229**. **Largest paid cir. in H'bg or no pay.**

Philadelphia, Confectioners' Journal. **mo. av. 1906, 5,514** 1907, **5,514 (©©)**.

 **FARM JOURNAL**, Philadelphia, has been awarded the (©©) by Printers' Ink, indicating that advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. And in addition to this, **FARM JOURNAL** has the largest circulation of any agricultural paper in the world. The average for 1907 was 573,083 copies each issue.

 **FARM JOURNAL**, Philadelphia, has been awarded the (©©) by Printers' Ink, indicating that advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. And in addition to this, **FARM JOURNAL** has the largest circulation of any agricultural paper in the world. The average for 1907 was 573,083 copies each issue.

**"In
Philadelphia
nearly
everybody
reads
The Bulletin."**

NET AVERAGE FOR APRIL

256,152

COPIES A DAY.

 **Philadelphia**. The Press is Philadelphia's Great Home Newspaper. Besides the **Guarantee Star**, it has the **Gold Marks** and is on the Roll of Honor—the three most desirable distinctions for any newspaper. **Sworn average circulation of the daily Press for 1907, 102,903; the Sunday Press, 124,006.**

 **West Chester**. Local News, daily. **W. H. Hodgson, Average for 1907, 15,687**. In its 35th year. **Independent**. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. **Chester County is second in the State in agricultural wealth.**

York, Dispatch and Daily. **Average for 1907, 18,184.**

RHODE ISLAND.

Pawtucket, Evening Times. **Aver. circulation for 1907, 17,908 (signor).**

 **Providence, Daily Journal**, **17,712 (©©)**. **Sunday, 24,178 (©©)**. **Evening Bulletin**, **\$7,061 average for 1907**. **Bulletin daily circulation for 1908 over 45,000 daily.**

SOUTH CAROLINA.

Charleston, Evening Post. **Actual dy. average for 1907, 4,251**, **March, 1908, 4,459**.

 **Columbia, State**. **Actual average for 1907, daily (©©) 18,052, Sunday (©©) 18,887**. **Semi-weekly 2,997**. **Actual average for first four months of 1908, daily (©©) 18,866; Sunday (©©) 14,118**.

Spartanburg, Herald. **Actual daily average circulation for 1907, 2,715**. **Dec., 1907, 3,067**.

TENNESSEE.

 **Chattanooga, News**. **Average for 1907, 14,424**. **Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.**

 **Knoxville, Journal and Tribune**. **Wednesday av. year ending Dec. 31, 1907, 14,694**. **Week-day av. Jan. and February, 1908, in excess of 15,000**.

Memphis, Commercial Appeal, daily. **Sunday, weekly, 1907, av.: Dy. 42,066; Sunday, 61,778; weekly, 80,078**. **Smith & Thompson, Representatives, N. Y. and Chicago.**

Nashville, Banner, daily. **Aver. for year 1908, 21,455; for 1907, 26,206**.

TEXAS.

El Paso, Herald, Jan. av., **9,008**. More than both other El Paso dailies. **Verified by A. A. A.**

VERMONT.

Barre, Times, daily. **F. E. Langley, Aver. 1905, 5,537; 1906, 4,118; 1907, 4,585**. **Examined by A. A. A.**

Bennington, Banner, daily. **F. E. Howe, Actual average for 1906, 1,980; 1907, 2,019**.

Burlington, Free Press. **Daily average for 1907, 5,415**. **Largest city and State circulation. Examined by Asso. of Amer. Advertisers.**

Montpelier, Argus, daily. **Av. 1907, 8,126**. **Only Montpelier paper examined by A. A. A.**

Rutland, Herald. **Average 1907, 4,801**. **Only Rutland paper examined by A. A. A.**

St. Albans, Messenger, dy. **Average for 1907, 8,832**. **Examined by A. A. A.**

WASHINGTON.

 **Seattle, Post Intelligencer** (©©). **Av. for Feb. 1908, 22,000**. **Sunday, 26,600**. **Daily, 22,000**. **March 1908, 28,574**. **Only sworn circulation in Seattle**. **Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.**

Tacoma. *Ledger*. Average 1907, daily, 17,482; Sunday, 25,002.

Tacoma. *News*. Average 1907, 16,525; Saturday, 17,610.

WEST VIRGINIA.

Honeeville. *W. Va. News*. Wm. B. Blake & Son, publs. Average 1907, 2,524.

WISCONSIN.

Janesville. *Gazette*. Daily average for 1907, 8,671; semi-weekly, 2,416; Apr. 08, dy., 4,518.

Madison. *State Journal*, dy. Actual average for 1907, 5,086.

Milwaukee. The *Journal*, eve., ind daily. Daily average for 1907, 51,922; for April, 1908, 57,217; daily gain over Apr., 1907, 4,477. The paid circulation of the Milwaukee Journal is larger than that of any other paper in Milwaukee, and the city circulation of the Milwaukee Journal is larger than the combined city circulations of any three other Milwaukee dailies. The Journal leads all Milwaukee papers in classified and volume of advertising carried.

Milwaukee. *Evening Wisconsin*, dy. Av. 1907, 28,082 (©). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh. *Northwestern*, daily. Average for 1907, 8,680. Examined by A. A. A.

Racine. *Journal*, daily. Average for the last six months 1907, 4,876.

GUARANTEEED



THE WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877.

Actual weekly average for year 1907 and Dec. 31, 1908, 5,617.

Larger circulation in Wisconsin than any other paper. Adv.

\$2.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.



WYOMING.

Cheyenne. *Tribune*. Actual daily average for 1907, 5,084; semi-weekly, '07, 4,810.

BRITISH COLUMBIA.

Vancouver, Province. Daily. Av. for 1907, 18,846; Feb. 07, 12,978; Feb. 1908, 15,618. H. Clergue, U. S. Rep't, Chicago and New York.

MANITOBA, CAN.

Winnipeg, der Nordwesten. Canada's German newspaper. Av. 1907, 16,546. Rates 56c. inch.

Winnipeg. *Free Press*, daily and weekly. Average for 1907, daily, 56,552; daily Apr. 1908, 55,020; weekly av. for mo. of Apr., 27,670.

Winnipeg. *Telegram*. Average daily, Mar. '08, 28,755. Weekly av. 27,000. Flat rate.

QUEBEC, CAN.

Montreal. *La Presse*. Actual average, 1907, daily 108,828, weekly 50,197.

Montreal. *The Daily Star* and *The Family Herald* and *Weekly Star* have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of *The Daily Star* for 1907, 63,587 copies daily; the *Weekly Star*, 139,685 copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

CONNECTICUT.

MERIDEN, Conn. *Morning Record*; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©). carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE AURORA BEACON publishes more "Want Ads" than any other Northern Illinois newspaper outside of Chicago.

THE DAILY NEWS is Chicago's "Want ad" directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

GALESBURG REPUBLICAN-REGISTER. Daily av. 6,337. Best in field for want ads. 5c. a wd.

INDIANA.

THE INDIANAPOLIS NEWS, the best medium in the Middle West for mail-order classified advertising, carries more of it than all the other Indianapolis papers combined, its total in 1907 being 239,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The NEWS' classified rate is one cent a word, and its daily paid circulation over 75,000.

AN ENVIRABLE RECORD.

During the year 1907 THE INDIANAPOLIS STAR carried 187,378 lines, or 636,26 columns more paid "Want" advertising than any other newspaper in the entire State. THE STAR also gained 536,967 lines, or 1,749.89 columns of classified advertising over the preceding year 1906. Rate, six cents per line.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE BALTIMORE NEWS carries more want ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



MINNESOTA.

The Minneapolis JOURNAL, Daily and Sunday, carries more classified advertising than any other Minneapolis paper. No free Want ads, and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in April, 1907, 142 lines. Individual advertisements, 28,092. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate, i.e., a word. No ad taken less than 2c.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

CIRC'LAT'N THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i.e., a word. Average circulation daily for 1907, 11,084; Sunday, 15,000.

NEW JERSEY.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 3 cents per month.

NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

BUFFALO EVENING NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

ARGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, bill-fold making, and practically anything when interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the CINCINNATI ENQUIRER. A word to the wise is sufficient. You want results.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 24,184. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE CHESTER, PA., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

UTAH.

SALT LAKE TRIBUNE—Get results—Want-Ad medium for Utah, Idaho and Nevada.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,000; Saturdays 17,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carry more Want advertisements than any other weekly paper in Canada.

"THE AIM BEHIND THE SHOT."

NEW YORK, May 11, 1908.
Editor of PRINTERS' INK:

The enclosed outburst of wisdom may amuse you. It did us.

The inventor did not send any address, so it is impossible to tell him direct how his contribution to advertising literature strikes us.

Yours very truly,
CALKINS & HOLDEN.

(Enclosure.)

DEAR SIR—It's the aim behind the shot that counts; and the plan is what makes successful advertising.

Building a business by advertising in newspapers or magazines are costly, uncertain and unattractive methods.

As I have an entirely new idea in the line of advertising, I wish to call your attention to it—this is a patented table, which could be placed in anterooms, offices, stores, etc., where hundreds of thousands of people will be interested to see these advertisements.

If you should feel interested to see the advertisements of the first model, 1299 Second Avenue, drug store. I have the intention of developing this profitable idea of advertising, and would appreciate your kindly advice in the same.

Respectfully yours,

HUGO KARDOS,

Inventor.

ANY man can be a quitter. It's the fellow who fights to the last ditch that gets the big success.

(○○) GOLD MARK PAPERS (○○)

Out of a grand total of 22,898 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (○○).

ALABAMA.

THE MOBILE REGISTER (○○). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES to THE EVENING AND SUNDAY STAR. Average, 1907, 35,486 (○○).

FLORIDA.

JACKSONVILLE TIMES-UNION (○○). Pre-eminently the quality medium of the State.

GEORGIA.

ATLANTA CONSTITUTION (○○). Now, as always, the Quality Medium of Georgia.

ILLINOIS.

BAKERS' HELPER (○○). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER. Chicago. (○○). Actual average circulation for 1905, 16,866.

TRIBUNE (○○). Only paper in Chicago receiving this mark, because TRIBUNE ad brings satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (○○). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average for 1907, 7,784; weekly, 17,565 (○○); 7,445 increase daily over last year.

MASSACHUSETTS.

BOSTON Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

BOSTON COMMERCIAL BULLETIN (○○). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

BOSTON EVENING TRANSCRIPT (○○), established 1830. The only gold mark daily in Boston.

SPRINGFIELD (MASS.) REPUBLICAN (○○). Has quantity and quality of circulation.

WORCESTER L'OPINION PUBLIQUE (○○), is the only gold mark French daily in the U. S.

MINNESOTA.

THE MINNEAPOLIS JOURNAL (○○). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

BUFFALO COMMERCIAL (○○). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL. (○○). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (○○) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (○○). There are a few people in every community who know more than the rest. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST (○○), the recognized authority of the Dry Goods and Department Store trade.

ELCTRICAL WORLD (○○). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,394. MCRAW PUBLISHING COMPANY.

ENGINEERING NEWS (○○). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

THE ENGINEERING RECORD (○○). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCRAW PUBLISHING COMPANY.

NEW YORK HERALD (○○). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TIMES (○○). Actual sales over 1,000,000 a week. Largest high-class circulation.

NEW YORK TRIBUNE (○○) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (○○) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (○○). The foremost authority on city and interurban railroading. Average circulation for 1907 8,316 weekly. MCRAW PUBLISHING COMPANY.

For New England Business

USE THE

SPRINGFIELD REPUBLICAN

Massachusetts

Daily, \$8 Sunday, \$2 Weekly, \$1

The best medium for Resort Advertising, by reason of its large circulation in the homes of people of intelligence and means.

Noted for its handsome typographical appearance—a feature valued by advertisers. A Gold Mark paper.

Rates for Resort Advertisements:

Less than 26 times, 5 cents per line (of six average words), or 60 cents per inch of 12 nonpareil lines each insertion; 26 times, 48 cents per inch, or \$12.46; 52 times, 42 cents per inch, or \$21.84; 78 times, 36 cents per inch, or \$28.08.

VOGUE (©©) carried more advertising in 1906, 1907, than any other magazine of gen. cir.

THE POST EXPRESS (©©). Rochester, N. Y.
Best advertising medium in this section.

OHIO.

CINCINNATI ENQUIRER (©©). In 1907 the local advertising was 33 1-3% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON.

THE OREGONIAN (©©), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA.

THE PRESS (©©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the (©©) and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,993; The Sunday Press, 124,000.

THE PITTSBURG DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Best two cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (©©), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (©©), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (©©) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (©©). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©©), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (©©) and the EVENING MAIL. Circulation 16,558, flat rate.

THE GLOBE, Toronto (©©), morning, evening and weekly editions, cover Canada.

LIVING MODELS.

Every season living models are becoming more popular for showing women's and misses' ready-to-wear costumes. A scheme that is pretty generally used in this connection is to build a platform about 12x20 feet and about 36 inches high. This has a dressing room at one end. The models, of which there are usually two, appear alternately, so there is always a gown on view. A young woman shows misses' and little women's costumes, while an older, larger one displays the ladies' gowns. Of course trained demonstrators are employed and a maid is necessary for making the quick changes. The costumes are always complete, showing hat, parasol, etc. The demonstrations are advertised to take place during certain hours of the day and evening. A good-sized space is necessary to place chairs for visitors.—*Merchants' Record*.

The Pittsburgh Dispatch

The Only "Gold Mark"
Paper Published in Pittsburgh

CARRIES

More Summer and Winter Resort
Advertising

FROM ALL PARTS OF THE

United States, Canada and Europe

THAN

Any Other Pittsburgh Newspaper

The Summer Season is opening, Mr. Advertiser, and you want results. Use THE DISPATCH and share in the success of others. Ask any advertiser who has tried it, or address for information, rates, etc.,

The Pittsburgh Dispatch

PITTSBURG

Branch Advertising Offices.

NEW YORK.

WALLACE G. BROOKE,
225 Fifth Avenue (Brunswick Building).

CHICAGO.

HORACE M. FORD,
710 11-12 Boyce Bldg., 112 Dearborn St.

ATLANTIC CITY.

DORLAND ADVERTISING AGENCY,
Atlantic Avenue.

LONDON (ENGLAND).

DORLAND SPECIAL AGENCY,
No. 3 Regent Street.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.

Telephone 4779 Eckman.

President, ROBERT W. PALMER.

Secretary, DAVID MARCUS.

Treasurer, GEORGE P. HOWELL.

The address of the company is the address of the officers.

London Agent, F.W. Sears, 56-59 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electro-type plates it is always possible to supply blank numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On a contract the last copy is repeated in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, May 20, 1908.

POLICY AND COPY IN RESORT WORK.

The chief thing needed in resort advertising to-day is organization.

There is no lack of expenditure and enterprise. Hotels and railroads appropriate hundreds of thousands of dollars annually for resort publicity. But much of this money goes into scattered individual campaigns, pulling one against the other. Twenty hotels in a seashore resort advertise separately, using space too small to say much about the resort itself, and broken up into little announcements that do not impress by themselves. Worse than that, the interested reader would have to write twenty letters before all these hotels could get in touch with him and talk direct about rooms and rates.

Organization brings these twenty campaigns together. The ads are large enough to dominate a page. Something is said about

the resort. A bureau solicits one reply to the ad and passes this inquiry along to all the hotels for individual follow-up. If it is the right sort of bureau, it insists that this follow-up work be energetic and informative. Sometimes the hotel men get together and organize their own bureau. Again the town does it. Or perhaps the railroad takes a hand and contributes as much advertising space again as the hotel men pay for on their own account.

* * * * *

A far-reaching plan covering the whole year, and then advertising that is concentrated and rapid-fire when it does begin. That is the approved programme for resort publicity. Hardly a resort in the world has a season exceeding three months. Our millions go to Europe every year in May, June and July. The seashore, mountains, California and Florida have seasons rigidly circumscribed by the calendar.

Resort advertising is hotly competitive. The entire globe bids for the patronage of the man who can afford to take a vacation. On one hand Switzerland, with its American bureau, and on the other a sun-baked resort on flat southern land from which the pine has just been cleared, to which people are attracted, they hardly know how or why, by advertising. Not only geography and the calendar govern the resort campaign, but when season and situation are right, then weather comes in. Not only weather at the resort itself, but also weather where the prospective vacationist lives. The weather at shore or mountains may be ideal. Well, so may the weather be at the vacationist's home.

These conditions make resort advertising *news*, and the ideal medium newspapers. In other lines publicity is spread over the whole year, and used to educate. But people don't have to be educated to want to swim in the surf, camp on the hills, get away from the severe northern weather in winter. These things have their universal, basic, human appeal, and furnish their own at-

traction. Readers are concerned chiefly with the WHICH and HOW and WHAT WILL IT COST? Newspapers, magazines and travel books are constantly spreading the vacation and travel idea. Advertising copy for a hotel or a town is the business approach. Backed by a resort that is right in its appointments, and an organization of hotel men who can take care of inquiries and people, it aims to open correspondence with the reader during the very week he is thinking about his trip, and to catch him next week if he postpones the matter. Competition, weather and every other condition make the news appeal imperative.

* * *

The proper sort of a news ad for a resort is typified in this announcement of the Chamberlin Hotel at Old Point Comfort, published in New York dailies last December, right after the panic. It is not only timely as to season, but makes a direct appeal based on the reader's own affairs. It was printed on the financial pages:

DROP THAT TICKER TAPE.

You have doubtless seen lots of men go down and out—"nervous prostration"—the doctor said—"didn't know when to stop and rest."

Don't you be so foolish.

Take a week or so and give your nerves and brain a chance—they need it.

Of course you cannot go far away—must be where you can get back in a hurry.

Old Point Comfort is the place—near by—just overnight and satisfies when you get there. Magnificent hotel—the Chamberlin. Location fine, right on the water; plenty of sea food and game; cooked as you wish and when you wish. European plan.

Great sea pool—finest therapeutic baths in the country. Physician in attendance to prescribe particularly for you.

Interesting surroundings; climate mild, sunshine, freedom from irritating winds, tonic sea air. Sleepless night unknown at Old Point. Take your much needed rest now—before you are down and out.

European plan, \$2 per day and upwards.

Folders and full information at all transportation offices and tourist bureaus, or address George F. Adams, Manager, Fortress Monroe, Va.

* * *

The proper sort of organization plan is typified in the bureau re-

cently established in New York City by the Swiss government. Some years ago the first bureau of this sort was started in London. Switzerland is a nation of hotels, most of which advertise—some of them all over the world. The government owns the railroads. Every tourist in Europe spends a period in Switzerland, but some allot only two days. Obviously, the hotels cannot spread information that will induce tourists to make it two weeks, for this implies an education in the beauties of the whole country. So the Swiss government is doing it. In London there are lecturers who go to the schools and tell the children about Switzerland. An office is maintained for the distribution of hotel and general literature, and for the display of photographs of Swiss scenery, Swiss manufactures, etc. This London bureau proved so successful that two others were established in Paris and Berlin, and now a New York bureau has been added. It sells no tickets, and brings little direct pressure to bear on tourists, but is working for business in the next generation. In addition, it aims to extend the Swiss vacation season by demonstrating that the Mountain Republic is an excellent winter resort as well as a place to loaf and climb in summer.

A BOOKLET which almost smells of the New Hampshire forest comes from "The Balsams," at Dixville Notch. It is printed throughout in brown, over tint-blocks, upon coated stock, and bound in a woven cover paper, with raised letters. The booklet contains the usual illustrations and text found in a Resort catalogue, together with a number of pages of names of former patrons. It was written and designed by Henry Ferris, of Philadelphia.

BRIGHT & VEREE have been appointed to look after the foreign advertising of the Portland, Oregon, *Evening Telegram* in New York and Chicago.

THE Omaha Ad Club has joined the National Association, and will send a delegation to the Kansas City convention in August.

L'Opinion Publique (00), of Worcester, Mass., issues a little booklet giving illustrations of the building, inside and out, where it is published. This paper is the only French publication which has been accorded the Gold Marks, and is one of only two foreign language papers which have that distinction.

A NOVEL contest is being conducted by the Boston *Traveler*. Each day a cartoon illustrating a play that has appeared in some local theater, is published. The readers fill in a blank form with the name of the play, as he sees it, and at the end of two months will send the answer to the puzzle editor. One thousand dollars is to be divided among the successful contestants. Henry F. Hosley, the business manager of the *Traveler*, says that the paper's circulation has been benefited by the contest.

ON May 10th the New York *World* fittingly observed the twenty-fifth anniversary of Joseph Pulitzer's ownership of the paper with the publication of a mammoth 200-page jubilee edition, containing 933½ columns of advertising. One hundred thousand extra copies were printed, but these were quickly bought up, and many more could have been sold. On the evening previous a display of fireworks from the roof of the *World* Building was witnessed by 50,000 people in City Hall Park and the adjoining streets. Meanwhile, inside the building invited guests were inspecting the enlarged structure, following which a banquet was served in the room which is to be the library. Mr. Pulitzer's physical infirmities made it impossible for him to come from Europe for the celebration, but a cable message from him was read by his son, Ralph, who acted as host in the father's absence.

THE Bay City *Tribune* now prints a paper on every day of the week. The publishers state that it is the only newspaper in eastern or northwestern Michigan, with the exception of the Detroit *Free Press* and *News*, that puts out an edition every week-day and Sunday.

PRINTERS' INK hears rumors of the suspension of one of its weekly contemporaries. If the rumor has foundation in fact, the taking-off was excessively quiet, and did not make a ripple upon the advertising sea. Without this paper PRINTERS' INK will be, with the exception of *Brains*, the only weekly paper devoted primarily to advertising which is published in America.

Government Censorship Through an amendment added to the Postoffice Appropriation bill the postal officials will soon have authority to maintain complete censorship over the American press. The item is intended to keep out of the mails publications which disseminate anarchistic doctrines, but the word "anarchistic" has been stricken out and the paragraph reads:

"And the term 'immoral' within the intendment of this section shall include matter of a character tending to incite arson, murder or assassination; and the Postmaster-General is hereby authorized to exclude from the second-class mailing privileges any publication which contains matter that suggests, advocates or approves the abolition, overthrow or destruction of any and all government, or the commission of arson, murder or assassination."

The Postoffice Department's powers over the second-class mail is considered, in many quarters, to be irksome even now, and it takes but little imagination to see how the item against "immoral" publications may be expanded to embrace almost any paper or periodical which the Department wishes to stifle. It might have prevented, for instance, many of the unpleasant features in the case against the Lewis Publishing Company, which are so fully set forth in Mr. Madden's book, "The U. S. Government's Shame."

THE St. Louis Advertising Men's League had another dinner last Thursday, which is said by the committee in charge to have been the "Limit." Out in St. Louis they give a dinner of this sort for seventy-five cents, and throw in a vaudeville show. The preliminary printed announcement would make the effete East gasp in astonishment; but the crowd is collected, and after all, that is what an advertising club is for.

Dining On Oppenheimer, Franc & Langsdorf, New

Neckwear York, make neckwear. Some man of great patience has contrived a folder for them, the only fault with which seems to be that it won't apparently sell goods. It isn't designed to do this anyway, for at the bottom is a blank form designed to announce that Mr. So-and-so will call on such-and-such a date to show the goods in person.

The cover of the folder gives the impression that a meal is to be served—all on neckwear—for it reads:

"Menu
Paramount
Cravats
Good enough to eat."

Eight little rectangular holes in this cover allow a reading of these eight words from the inner page—a foretaste, apparently, of other goodies to come:

Clam
Soup
Fish
Roast
Salad
Ices
Cheese
Café

The fearful denouement arrives at the turn of the page, when it is discovered that the entries on the bill of fare are a sell, a fake, each and every one. The "clam" is part of the "exclamation" of admiration with which you will greet our fall line. The "roast" is possible because "Paramounts never get a roast from even the most critical buyers." And so on down to the grim end. The stunt indicates that business is good this spring in cravats.

At least one Boston house is showing progression. On Sunday, May 10, Houghton & Dutton used full pages in all the Boston papers to advertise their drug department.

MAYOR-ELECT ROSE, of Milwaukee, in his campaign expense account filed with the register of deeds, asserted that he spent \$120 for toothpicks. These were of an ornamental nature, marked, "Vote for David S. Rose." In the same election the social-democratic party expended \$1,110 for newspaper advertising.

WALLACE C. RICHARDSON has become eastern advertising representative of the *Farmers' Advocate*, of Topeka, Kansas. In March this paper was purchased by the Western Printing & Publishing Company, which at the same time bought and consolidated with the *Farmers' Advocate* the *Western Breeders' Journal* of Clay Center and *Western Life* of Leavenworth. The circulation, Mr. Richardson states, is now 25,000 weekly. Under the reorganization the publishers refuse to accept patent medicine advertising or sensational or misleading copy of any kind.



A NEW AND ATTRACTIVE COVER DESIGN.

IN Zanesville, Ohio, the *Times-Recorder* carries the bulk of the classified advertising.

THE Charles H. Fuller Company gave a house-warming last week, Tuesday, in their new offices at 378 Wabash Avenue.

THE Pierce Publications of Des Moines have opened an office in the Flatiron Building, New York. Mrs. E. G. Kleinsorge is the eastern representative.

THE New York Advertising League will hold its last meeting for this season on May 22d. The usual dinner will be followed by a discussion of Outdoor Advertising.

C. H. WOODWARD, formerly advertising manager of the Secor Typewriter Company, has been instrumental in organizing in Chicago the Woodward-Mory Company, which has already secured a number of advertising accounts.

W. F. SMITH, publisher of *Human Life*, announces a change of rate to take effect within a short time. The current issue of Rowell's American Newspaper Directory credits *Human Life* with an average issue during 1907 of 166,252 copies, and the new rate will be based on a circulation of over 200,000 copies a month.

Sphinx Club The New York Sphinx Club Election elected officers on the evening of May 12th. Preceding the election there was the regular dinner, and then Elbert Hubbard talked on "Advertising as a Fine Art."

The officers elected for the coming year are as follows:

President, Samuel Brill; vice-president, Philip A. Conne; secretary, William Loruenser; treasurer, W. W. Hallock; executive committee, W. W. Seeley, R. F. R. Huntsman, Charles H. Ingersoll, Jules P. Storms, Louis Wiley, Walter Hammitt and George F. Heydt.

THE Lebanon, Pa., *Courier*, announced as dead a couple of weeks ago in *PRINTERS' INK*, is very much alive. It has been combined with the *Report*, and will hereafter be published semi-weekly under the name of the *Courier and Semi-Weekly Report*.

Semi-Rotary Printing Press The first of the new semi-rotary Web Presses, manufactured by the Jackson Printing Press Company, has been completed, and sample twelve-page papers are being mailed to daily paper publishers. The inventor, Paul F. Cox, is brother of Joseph L. Cox, who invented mechanical means of printing a complete newspaper, from flat forms of type on a flat bed from a continuous roll of paper. Milo W. Whittaker, publisher of the Jackson *Patriot*, recently spoke of Cox and his invention as follows, in the course of an address before the business men of Jackson:

About two years ago, he began working in earnest upon the ideas that he had had in mind for a number of years of improving on previous inventions and particularly those of his brother. For a long time he kept these ideas to himself, and it was only after he had worked them out definitely, that he went to his brother and explained what he had discovered. There and then an arrangement was entered into between Joseph L. and Paul F. Cox, to manufacture a printing press based upon the discoveries made. It is eminently fitting that the first successful competitor to enter the field in opposition to the inventions of his brother, Joseph, should be his younger brother, Paul F. Cox, inventor of the Semi-Rotary press.

The eight United States patents, all of which are for mechanisms new to the printing art as applied to the Semi-Rotary printing press, are the exclusive property of the Jackson Printing Press Company. These valuable inventions have also been protected in foreign countries. The hit and skip principle, rotary feed, simplicity of construction, are some of the features that are going to make the new machine famous throughout the civilized world. The demand in America alone will make it necessary for a large factory and the employment of hundreds of skilled machinists. The machine is no experiment. It has been tried out with forms of Gal. 2 Jackson's Newest Acquisition type, the same as prepared for any newspaper. It is running to the complete satisfaction of both stockholders and its inventor.

A. W. PETERSON, formerly advertising manager of the Minneapolis *Tribune* has gone to Waterloo, Iowa, to become general manager of the *Courier*. He has acquired an interest in the paper, giving him equal control with John C. Hartman, president of the company, who has managed the affairs of the corporation for many years. The paper is one of the few in the country that has virtually had but one guiding hand from its birth, nearly half a century ago. According to the current edition of the American Newspaper Directory the *Courier* has the largest circulation in Waterloo. The daily average for 1907 was 4,883 copies.

Changes Frederick I. Thompson has **Among Specials** withdrawn from the special newspaper agency of Smith & Thompson, to devote his attention to other interests which demand more time than he was able to give them in connection with his agency duties. John Budd, the member of the firm who has had charge of the Chicago office, will come to New York to take charge of the office management. Two-thirds of each month will be spent in the city, and the balance of the time Mr. Budd will give to the western territory. William H. Smith will continue in charge of the soliciting force. A man will be put in charge at Chicago as soon as the right one is found, and another solicitor added in New York. A branch office will be established in St. Louis, located in the Third National Bank Building, under the management of C. W. Wessell, formerly of the St. Louis *Times*. This office will look after all the firm's southern business, which is very considerable on account of the large southern dailies upon the list.

Mr. Thompson leaves the business which he has helped build accompanied by the good wishes of many friends and business acquaintances. The firm of Smith and Thompson has always held a

high place in the estimation of advertising men, on account of the honorable methods which it has pursued, and in shaping the course of the business Fred Thompson deserves a full share of the credit.

The story of Mr. Thompson's career from the time he started business in earnest is interesting, illustrating as it does the success of a man whose chief merit was a determination to win, and that in the right way. He has now arrived at a point where he voluntarily relinquishes a place with one of the leading newspaper agencies in order to meet the demands made upon him by large interests, which have all grown up in the brief space of a few years. Mr. Thompson is a young man and his retirement from the field of special representation means in no sense that he has fought his last fight. He is just broadening out, that is all.



THE DISTINCTIVE COVER DESIGN OF THE
"NATIONAL FOOD MAGAZINE" FOR MAY.

NEW LAW IN MASSACHUSETTS AFFECTING MEDICINE ADVERTISING.

A new law went into effect in Massachusetts May 11th affecting the advertising of medicines. All medicines of a cheap character have been affected by it as well as a number of medical preparations that have been advertised for a great many years in newspapers generally.

The Massachusetts papers are taking great care not to get caught by the law and are expurgating their pages to a very considerable extent. The law is as follows:

"Whoever publishes, delivers, distributes or causes to be published, delivered or distributed, an advertisement, statement or notice, other than a label which is attached to a bottle or package of medicine, or which is contained in a sealed package of medicine, describing the causes, symptoms, details or effects of a venereal disease, or of a disease, infirmity or condition of the sexual organs, for the purpose of calling attention to or advertising a person or persons from whom, or an office or place at which, information, treatment, or advice may be obtained concerning such disease or conditions, shall be punished by imprisonment for not more than six months, or by a fine of not less than fifty nor more than five hundred dollars, or by both such fine and imprisonment. But the prohibitions of this act shall not be deemed to apply to the printing or delivering in sealed packages outside of this Commonwealth of books, pamphlets or circulars containing such advertisements; nor to newspapers printed outside of this Commonwealth."

The opinion of a well-known Massachusetts attorney upon the meaning of the law follows:

"The act forbids advertisements describing the causes, symptoms, details or effects of a venereal disease, infirmity or condition of the sexual organs. Inasmuch as venereal disease is included in a disease, infirmity or condition of the sexual organs, only the latter words need be considered. They are sweeping and comprehensive, and include all possible weaknesses due to sex, whether of the male or female.

"I. Any language which unmistakably points to causes, symptoms, details or effects of a disease, condition or infirmity due to sex is forbidden.

"II. If the words used describe symptoms common to other diseases as well as those of a sexual character, the advertisement is not within the act, although if the symptoms taken all together point to a sexual disease or infirmity, they are not saved because separately they are harmless.

"III. Certain symptoms may have acquired a secondary meaning, so that

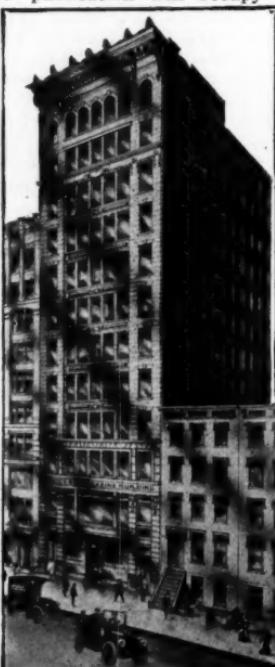
however pointless in themselves they are understood by the public as pointing to a sexual condition. Such a case is exhausted vitality, weaknesses of men, etc.

"IV. Diseases of the urinary organs are not included in the prohibition of the act unless the language used is such as necessarily points to a sexual rather than a urinary condition or disease.

"V. An advertisement addressed to men only, or to women only, is within the act, as any disease or condition thus referred to must be based on sex. All diseases of men and women is a doubtful phrase and had better be avoided.

"VI. In construing the language of an advertisement, common sense should be used. If a case were brought into court, the jury would be told that they must take the language of the advertisement as the public would understand it, and they should not convict unless they were satisfied that a sexual condition was clearly referred to. The statute, being penal, is to be construed strictly, and the jury are not to guess or suppose. The language must be unmistakable."

Success Magazine is now located in its new building at 29 East Twenty-second street, New York. The publication will occupy six



floors of the twelve-story structure. This means 24,000 feet of floor space.

BUSINESS GOING OUT.

The Peruna Drug Company is sending out a few orders.

J. Walter Thompson is placing some copy for the Profile House.

C. E. Sherin, New York, is placing some copy for Urbana Wines.

L. A. Sandless, Baltimore, is using space for the Resinol Chemical Company, also of Baltimore.

W. F. Hamblin & Company, New York, are putting out some additional copy for E. S. Wells—"Rough-on-Rats."

N. W. Ayer & Son, Philadelphia, are asking for rates on two inches, three times, for the Curtis Publishing Company.

The Humphrey Agency, of Chicago, is sending out three thousand two hundred lines for the Indian Corn Flake Company.

The Rexall Drug Company has decided to take up their old contracts and will arrange to run copy nine months of the year.

A. F. Smith, Philadelphia, is placing one-half inch, twice a week, for four months, for the Albion Chemical Company, also of Philadelphia.

The Blaine-Thompson Agency, Cincinnati, has announced that the Diapersin advertising will be continued throughout the summer months.

Jas. P. Smith & Company, New York, are using two inches, every other day, for thirty-nine insertions, through W. F. Simpson, of New York.

The Ivory Manufacturing Company, of Albany, New York, is sending out five hundred inch contracts to New York State papers, for the Ivory Laundry Blue.

W. J. Slater, of the Firestone Tire and Rubber Company, Akron, Ohio, is using two thousand lines in Sunday papers, in cities where the company has branches.

The Frank Presbrey Company, New York, is sending out orders to city papers for the "Artistano"-Thayer-Grand piano, for the A. B. Chase Company, of New York.

Lyddon & Hanford, Rochester, New York, are asking publishers to interest druggists in Per-Spy-Ro, and are promising to spend sixty per cent of the returns in advertising.

T. W. Lewis, manager Draughon's Business College, Tyler, Texas, is placing four thousand six hundred and twenty lines of educational copy in Texas weekly papers for Draughon's Practical Business College Company, of Nashville, Tenn.

The Manufacturers' Advertising Bureau is placing the advertising of the American Welding Company, Carbondale, Pa., who build Welded Boiler and Tank Shells as well as Pipe of High Pressure. Engineering publications will be used.

BOSTON NOTES.

The Boston Film Developing Company is using small copy in a number of publications advertising camera supplies.

Human Life is being advertised in other mediums of national circulation, large copy being placed by N. W. Ayer & Son.

The H. B. Humphrey Company is putting out a line of copy in magazines and mail-order papers for the International Cornet School.

H. H. Luther, who has handled all the advertising of the Food Fairs, American House, etc., is now press agent for the Globe Theater.

The Shumway Agency is adding more papers to the list for G. F. Alexander, Portland, Maine. Contracts are for fourteen lines daily for one year.

The Common Sense Gum Company is again advertising its stock proposition in large metropolitan dailies and Sunday issues. Two column copy, imitating the Thomas W. Lawson style, is being used.

Newspapers of large circulations are being used by the Carney Common Sense Cure, Melrose, Mass., for its cure of the morphine and drug habit. The business is placed by the P. F. O'Keefe agency.

Women's publications are receiving contracts from the Walton Agency for the advertising of Walcott & Company, 36 Central Square, East Boston. It is a mail-order campaign for a new line of belt buckles.

The Boston News Bureau is sending out orders for Sederquist & Barry, brokerage house. Copy is three inches, every other day, for one year. This agency is also using a large list of papers to exploit its own business.

The J. W. Barber Agency is making up the fall list for Baird North & Company. This concern manufactures a fine line of mail-order jewelry. High-grade magazines and women's publications are to be used with page copy.

Walter F. Jordan & Company, 140 Boylston street, are advertising a new arch support in Sunday newspapers and national publications. Six inch copy is being used. Mr. Jordan of the Shumway Agency places the business.

The Magee Furnace Company is placing a few orders to help the local dealers in a few New England cities. The list is small at present and will be largely increased in the early fall. The business is now placed by H. E. Ayres & Company, 164 Federal street.

Egerton Chichester, representative of *McClure's* and the *Century*, has just returned from an extensive trip through New York State. He claims that the business outlook in that territory is much brighter. Boston men who cover that field will be glad to note this item.

Delano & Potter, tea and coffee merchants, will not put out their usual spring newspaper campaign this year owing to the loss by fire of one of their large factories and storehouses. This has curtailed their output so that the business resulting from advertising could not be handled to advantage.

A new account being placed by the Walton Agency is that of the Peach Pipe Company, 15 Exchange street. The article advertised is a new pipe. Publications appealing to sportsmen, automobilists, etc., are best suited for the advertising. National weeklies and leading Sunday papers are also receiving contracts.

♦♦♦
"THE BUSIEST PLACE ON THE COAST."

ASTORIA, Ore., Mar. 30, 1908.
Editor of PRINTERS' INK:
In the issue of PRINTERS' INK of August 7, 1907, beginning with page

officials of that body grouped around a table in the business office of the organization, with 12,000 envelopes on the table and desk. These covered letters sent in reply to advertisements from nearly every State and foreign country. While it is too early to say how successful the enterprises will be that are now being established through these advertisements, yet we are actually establishing them, and Astoria is to-day the busiest place on the Pacific Coast and according to its population it is doing more business. One of our prominent business men, Charles Jeffrey, now in London, England, writes back that he has been continually asked concerning Astoria and this section because of the advertisements our Chamber of Commerce has run in the *London Times* and other papers of the English metropolis.

Yours very truly,
J. H. WHITE, Mgr.,
Chamber of Commerce.



34, you published a four-page article entitled "Concrete Facts on Municipal Publicity." In that article the work the Astoria Chamber of Commerce was doing was given almost half of this space. This work consisted of a classified advertising campaign. We ran as many as 67 classified ads at one time, each one setting forth a specific proposition that we thought could be developed in this locality. Some of these classified advertisements ran in PRINTERS' INK. Others of them were published on page 35 of article referred to.

We believe that the Astoria Chamber of Commerce has solved the problem of municipal development.

The inclosed photograph shows the

GOOD, SAY WE.

Mourning postage stamps are about to be adopted by the Postmaster General of England. How would it do to petition our department to issue mourning stamps for use in certain circularizing campaigns?—*Selling Magazine*.

♦♦♦
WHERE LYNCHING WOULD BE JUSTIFIABLE.

A street sign in Rome says, "Underwear one-third off." The *Augusta Herald* thinks that if any of those Romans took that advice they probably felt like lynching the fellow when this spell of weather direct from the North struck that city.—*Chattanooga News*.

RESORTS—A RAMBLING TALK, PRINCIPALLY TO SOLICITORS.

Resort advertising comes to the newspaper, and magazine, which delivers the guests—and, temporarily, to the one that cuts rates and has a clever solicitor.

But resort advertising *sticks* only when the guest is delivered. Once upon a time it was easy enough to get any hotelman's card, for a week or two, on an exchange basis—but even this pleasant form of graft is now denied, because Mine Host is foxy and hates to see his house "papered."

And so, nowadays, it seems as if it were almost a question of delivering the guests—and the publication which has done this in years past will pretty nearly land the business this season. Character and reputation count tremendously in this competition, just as elsewhere, and the newspaper, or magazine, which has survived in years gone by, will probably still stick in the lead.

Mighty funny experiences are noted by the casual observer now and then. In a big town, where things aren't always as slow as they seem, there are four newspapers which play the resort game and play it well. One, an afternoon paper, plugs steadily ahead, charging its full rate and enjoying prosperity. It has a twenty-six time rate, and the advertiser can run every day or every other day, as he wishes.

The leader in the resort business among the morning papers has a monthly rate, including Sundays, which makes it practical for the advertiser to cry his wares every day, at a moderate cost. The paper gets a good rate, however, and forces its advertisers to get good results, because their advertisements cannot be skipped by the man who sees the paper only once in a while. And this paper stands by its rates and enforces collections with a vigorous hand.

Another morning paper, more conservative in news and quite the reverse in advertising, cares less

about money than space, apparently, and thereby has earned a reputation of printing resort advertising for less than a third of its advertised rate.

And still another, plainly lacking the quality of readers to make resort publicity pay, except for inexpensive houses, once sent a solicitor all through the Canadian district to solicit business. And the result was about fifty lines of paid-for advertising in a column of space. The rest was made up by leads and slugs and headings—and the so-called column ran twice a week for the season.

And so it isn't stretching the truth to say that only two of the four really got their money back. They did it by the simple expedient of working mighty hard—and giving results. This is more or less of an old-fashioned way, but is highly respectable, at least.

Methods are interesting—as often they show how not to as well as how to.

One paper keeps an accurate card index of every advertisement that appears in its territory—that includes every one it publishes, or that is printed by a competitor. This index system (which gives the size of the advertisement; frequency of insertion; the name of the man who controls the appropriation, and of the agency placing the business; size of the house; date of letters written and general tone of reply—or report of solicitor) might go a step further and indicate when solicitation should be started each season. The trouble in many cases is, of course, that the first solicitor has a tendency to try to exhaust the appropriation—and good agencies always seem to work a long way ahead. Next year's success will really rest on this year's index and file. This system saves a good deal of personal solicitation, involving expensive traveling, and often brings an order which in itself pays for the whole cost of maintenance.

Another paper still believes in clipping out every advertisement another paper gets, and pasting it on a card which explains rates. No selling argument is sent along

—and answers are few and far between when these cards are mailed to advertisers.

Good testimonials (and they are hard to get) are perhaps the best soliciting literature there is. They do not bring in orders, but they open the recipient's mind to further argument. The only testimonial that is really useful is the one that gets down to brass tacks and goes into details. Copies of the advertisements should be shown with the testimonials, of course.

And it is not the city daily alone that can do a profitable business in resort advertising. Many a country daily is able to get money this way, after proper advertising and solicitation. One paper, not twenty-five miles from Philadelphia, gets a lot of Atlantic City business, for instance. This was and is a hard proposition, and the trick is turned in just one way. A small list of hotels is made—not the great big ones, but the middle-sized places—and to each literature is sent, giving a map of the territory covered; the various routes to Atlantic City; the number of visitors who went to Atlantic City a year ago, and noticed in the paper—a small proportion, of course, but concrete information.

This plan would be improved by sending, to every hotelman on this special list, a marked copy of the paper which mentioned an Atlantic City visit—whether it was to the particular hotel or not. These marked copies should go in envelopes under letter postage.

The magazines, too, are getting to draw the line more closely on resort and hotel advertising. Most of them maintain travel bureaus (a dodge which the newspapers have abandoned, with some few conspicuous exceptions), but they have apparently decided to try to make both ends meet on the soliciting. One weekly magazine, which has had the business for long years, keeps right on, serenely, and gives results without the aid of a travel bureau. Another magazine has brought its resort department down until its expenses are not away ahead of its

income. Another magazine, a publication that appeals to the very wealthy, answers any question its readers ask about resorts or traveling, but mainly endeavors to answer the Missourians among the hotelkeepers by exact figures of results from given expenditures.

A form of publicity, especially among the newspapers, that grows more and more popular, is to get up a big card advertising the particular resort, mentioning the several hotels in small space. This gives big display at moderate cost. The day of big broadsides, from individual hotels and special editions, seems to be on the wane. Somebody will probably evolve a scheme of running full-page reading matter descriptions of resorts, with small cards of the various hotels tucked away in one corner. Then the railroads might come along and use some space to advertise their annual resort booklets. Altogether, a very respectable showing might be made.

Out West the newspapers and railroads seem to get together in a way that makes eastern newspapermen envious—half-pages are so frequent as to call for no very particular comment, and a full-page blows along every once in a while to show that the resort man is still on the job.

Taking it all in all, the resort game furnishes some very lively going for many a solicitor, who otherwise might find the season's dullness inducing an uncomfortable degree of ease. I. F. P.

STRICTLY BUSINESS.

Western Land Agent—I wish to withdraw my big advertisements of city lots for sale in Riverside Addition.

Newspaper Editor—Eh? What's the matter? Don't you consider my paper a good advertising medium?

Western Land Agent—Oh, yes, the paper is all right; but I don't care to attract attention to those lots for a while now. We are nearing the season of the year when that land is generally under water.—*Exchange*.

AN Oklahoma girl advertised for a husband and got him. The total expense for advertising, wedding outfit, etc., was \$11. He died within a year, leaving her an insurance policy of \$10,000. And yet some people claim that it doesn't pay to advertise.—*Retail Coalman*.

THE

Annual Recreation Number of The Literary Digest

DATED JUNE 6

FORMS CLOSE MAY 28

Q This issue, an annual feature of our Travel Service, is one of the most powerful factors in influencing desirable vacation patronage that the advertising field affords. Heralded in advance by a liberal use of space in our columns, it is anticipated with eagerness and read with care by almost a million people, as the key to the solution of the Summer Recreation problem. Distributed among families of standing and guaranteeing more than the average circulation in the large cities—for instance, 42,350 in the Metropolitan District (New York City), it possesses an unapproachable value for the advertiser of high-class Hotel and Camping Accommodations.

Q Although our low rate for space in 1908's Recreation Columns is the same as during 1907, we exceed the regular circulation upon which the rate is based by *more than 25,000 copies*. The circulation of the June 6 issue will be above 175,000 copies.

Q As an additional service, we shall reserve space in the body of the magazine for editorial matter on topics of interest to Recreation and Rest seekers. Such co-operation on our part will insure the concentration of our readers' attention upon all that appertains to the Summer Outing.

The Literary Digest

44-60 East Twenty-third Street

NEW YORK CITY

Boston Office
410 Penn Mutual Building

Chicago Office
1210 Y. M. C. A. Building

*Rate, 65 cents per agate line (column width, 1 3-4 inches).
Rate, 90 cents per agate line (column width, 2 1-4 inches).*

The Octroi

AT the gates of Paris every market-man stops and pays a little tax upon the food he carries in for sale. This is the famous Octroi. Every night the endless procession of the gardeners of France files into the gates, paying it. The little tax admits them to the great market place of the country.

The advertising rates in McClure's Magazine are the octroi tax which admits your goods to The Market Place of the World.

Like the tax of Paris it makes a trifling burden upon the price of the goods for sale; and it makes it possible to sell them.

But it does more than this; it guarantees the goods in the great market places. No questionable products may advertise in McClure's Magazine. The market place it opens up is doubly valuable for this reason to those who are admitted.

Ask for the
Key to the
Market Place



McClure's Magazine

LOUIS B. DeVEAU, Adv. Mgr., 44 E. 23d St., New York

FREDERICK C. LITTLE { Western Representatives, Tribune Bldg., Chicago

FREDERICK E. M. COLE { New Eng. and N. Y. State Representative,

EGERTON CHICHESTER { Penn Mutual Building, Boston, Mass.

The Coupon-Blotter



A BIG PROPOSITION
(and growing bigger)

*Builds your business—
ANY business, anywhere.*

*Used repeatedly by large
and small advertisers in
all lines.*

The Coupon-Blotter tells your business story *effectively* and makes the customer buy what you have to sell—and does it *quickly*. Reduces cost of inquiries; brings actual cash orders; can be used with absolute success in any proposition where *direct returns* are desired.

It is a magic method—a sales-plan that puts coin in your cash box.

If you are wise you will start *right away* and use the Coupon-Blotter sales-plan in your business this summer, keep it up through the Fall, double the quantity in the Winter, and then you will be happy enough—from a profit standpoint—to say a cheery “Hello!” to the spring daffodils.

This is only a brief pointer. We want to send you Sample, Terms, and Booklet with twenty-one photographic illustrations indicating how you can easily adapt it to your business and get cash results in a few days. These full and interesting particulars will be mailed you when you answer this advertisement. No matter *what* your business is, *answer it*—and see what happens.

COUPON BLOTTER CO., 433 Fifth Ave., New York.

**Special to Printers
and Advertising Agents**

We arrange Sales-Agencies with Advertising People or Good Printers. You should inquire NOW.

(The Coupon-Blotter is patented in the United States and in Foreign Countries)

CANDID CONVERSATIONS

WITH ADVERTISERS.

The raw material goes into one business in a thousand years—yet end of your plant, passes through you fail to apply plain business the various departments and principles to this—one of its most processes of manufacture and important features.

comes out at the other end in the You consider your advertising form of the finished product.

Each department is in charge of a man who knows his business. As for you, you know all about the business from A to Z and back again—but you don't insist on personally bossing every detail.

You sit in your glass-enclosed private office, behind your desk, and keep your finger on the pulse of the whole proposition. Your eagle eye is fixed on one thing—results. That is all you are looking for. You know that if you butted in with your instructions and suggestions every few minutes, the result would be confusion, and no man would have a fair show at carrying out his ideas and delivering the goods.

You can tell mighty quick when anything is going wrong in any department, and when you fix the responsibility the deadly snicker-snee swings and heads begin to tumble. All of which is directly in accord with the rules of the game, and the only way in which a successful business can be conducted.

But when it is time to frame up the advertising for the coming year you sit up very straight in your chair, roll up your sleeves and get busy. You know more about the details of your own business in a minute than you will know about the advertising

agent as a man who needs your personal instruction and constant supervision. He may have documents to prove that he has carried scores of carefully planned advertising campaigns to a successful and triumphant finish. He may have a reputation and a record that is the envy of the entire advertising world—but you cannot refrain from insisting upon carrying out your own personal ideas and permeating the whole advertising end of your business with your own tremendous personality—which nobody cares a plugged and mangled nickel about, and which may be absolutely opposed to the principles of good and successful advertising as your agent knows and understands them.

Why in the name of all that is sensible can't you give him the same opportunity to make good and show results that you do the foreman out in the works? If he turns out to be the wrong man, make a change, but while he is your agent—(*still more coming.*)

GEORGE ETHRIDGE.

NOTE.—The Ethridge Company is not an agency. It places no business. It cooperates either with the advertising agent or the advertiser in producing illustrations, copy and printed matter to carry out practical and successful advertising campaigns.

The Ethridge Company,
41 Union Square, New York.

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.
 Readers of Printers' Ink will Receive Free of Charge
 Criticism of Commercial Art Matter Sent to Mr. Ethridge

According to this advertisement the New-Way system will develop your muscles and make you strong, hearty and healthy.

A more or less convincing proof of this fact is embodied in the illustration, which shows a justly proud young man displaying the remarkable development of his biceps to his admiring and envious office associates.

This is all very well, but was it absolutely necessary to have three spectators, if any, and was

iting to do with the purpose of the advertisement.

* * *

Trade journals never fail to yield a bounteous crop of advertising freaks. It would seem from



**The New-Way System
Did It**

develops every muscle in the system which means health, strength and vitality.

If you are weak, at home with every weak or no account of poor health, your chances of promotion are immensely small. By taking the NEW WAY SYSTEM of physical development your strength will be doubled in a day and you will become strong and alert—just the kind of man to be promoted. All this can be done in the corrective position shown you. This system of physical development will prove a revelation to the "inside" man. The NEW WAY SYSTEM is the best investment you ever made. The system is complete and contains no parts of any description to buy. It has developed others and will develop you. For the making of a school or football player or all-round athlete the NEW WAY SYSTEM has no equal. It is superior to all others. Only a few moments each day are required and even less if required.

WRITE TODAY for free illustrated circular showing what the New Way System has done for others.

NEW WAY SYSTEM, 407 BROADWAY, NEW YORK.

N.O. 1

it necessary or even wise to show all the office furniture and every interior detail, even to the waste basket and the pattern of the rug on the floor? These things were not developed by the New-Way system, and presumably have nothing to do with it.

Consequently, it would seem to be more convincing and effective to give us a better view of the muscle—as in the illustration marked No. 2—and eliminate those features which have noth-



NO. 2

an inspection of the average trade paper that those that buy space in



it have little faith in its ability to sell goods for them, and, therefore, feel that it is good space in which to exercise their ingenuity and playful fancy.

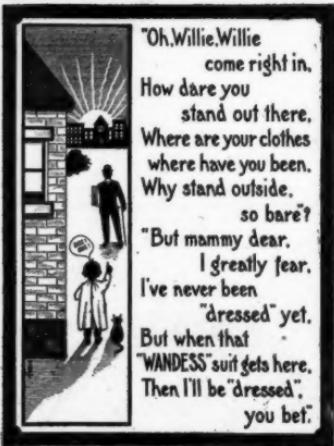
Here is an advertisement of E. Kirstein, Sons & Co., clipped from a prominent trade paper, which excels in freakiness if in nothing else.

Those who persist will be able to discover the line of business in which the Kirstein firm is engaged.

In the space which this advertisement filled it would have been possible to print an attractive picture, and give some interesting and convincing facts with reference to the Kirstein business.

* * *

The trade journal poet is found at his best—or worst—in the clothing advertisement reproduced here. The picture cannot be accused of leaving very much to the imagination, and illustrates



the interesting story embodied in the verse fully and graphically.

Of course the "poetry" is not of a nature calculated to sell goods, but it should be remembered that it is not the purpose of this class of advertising to sell goods.

Some years ago a wise man came out with the public statement that the purpose of advertising is to sell goods, but there

are thousands of advertisers who have not heard of it yet.

* * *

This W. S. Peck & Company clothing advertisement is probably the best advertisement of its kind in the current magazines. The man is human and, therefore, an interesting and convincing adjunct to the advertisement, and the copy really tells something about the clothing and the way it



is made, instead of indulging in loose and threadbare conventionalities.

CHARLES WELLER is a retailer of Peekskill, N. Y., who, according to his letter-head sells "correct clothes for men and women." He conducts a credit business, and recently mailed to each of his paid-up customers a regulation bill-head upon which was printed in typewriter type:

May 2—You do not owe me \$25.
"Wish you did."

Mr. Weller tells PRINTERS' INK that he has had surprising results, which may be interpreted, of course, to mean favorable replies, or the contrary. It would seem, however, that a reminder of this sort ought to serve as a business bringer, especially if the persons who receive it have been withholding patronage on account of a lack of ready funds.

Why buy circulation of **uncertain** purchasing power from periodicals reaching different classes of people, when you can buy circulation of **known** purchasing power from a special periodical which reaches only one class of people?

CASE AND COMMENT

is one of the best examples. It goes exclusively to **good lawyers**—well known as liberal buyers of goods of merit and reputation.

Rochester:
Publication Office, B. R. Briggs, Adv. Mgr.

New York:
102 W. 14th St., George S. Krantz, Mgr.
Chicago:

708 Marquette Bldg., Richard A. Pick, Mgr.

Over the Top

Here is a guide card for the filing cabinet with a celluloid tip made in one piece and folding over the top of the tab. This protects it where the wear comes and prevents curling and breaking.

Standard Index Card Co.

will be glad to send samples in case your dealer does not have them. Orders can be filled for all card sizes with tips colored or transparent, plain or printed as desired. Address

701-709 Arch Street, Philadelphia, Pa.

"A Change of Climate"

is the advice given to thousands of people every week by their physicians.

Invariably the doctor suggests a suitable place to go.

Why not tell the medical profession of the advantages of your resort by an announcement in the

AMERICAN JOURNAL OF CLINICAL MEDICINE

It goes to over one-third of all the physicians in the United States.

It is the very best medium for resorts, hotels, sanitariums, mineral waters, railroads and general advertisers seeking the co-operation and endorsement of the medical profession.

For rates apply to

S. DEWITT CLOUGH, Adv. Manager,
Ravenswood Station, Chicago, Ill.

PRINTERS' INK.

COME YE DISCONSOLATE.

NEW YORK, May 7, 1908.
Editor of Printers' Ink:

My attention has just been called to the "Doleful sound" emanating from the "Toombs" in your issue of April 29th.

This letter is evidently the heartfelt wail of some would-be reformer, who has become exasperated by the selfish shortcomings of those with whom he has come in contact.

If Mr. Toombs had taken the trouble to investigate and ascertain just what the New York Advertising League stands for and is attempting to accomplish before exposing his ignorance so prominently in *Printers' Ink*, he would have found that we are struggling to overcome most of the evils that he has dilated upon with such lugubriousness and that, outside of his immediate circle of acquaintances, there are a number of upright, intellectual, good-hearted, broad-minded, earnest advertising men who are making an intelligent, honest study of the problems that confront the advertising men. If our friend can be induced to desert his Brain Merchant friends of scintillating genius and monotonous vernacular to seek a new field of learning, he might by the merest accident, happen upon something of an "informative" character, providing he places himself in a receptive condition and permits the same freedom of thought as he arrogates unto himself.

Very truly yours,
 G. B. WADSWORTH,
 President New York Advertising
 League.

SMALLEST NEWSPAPER.

The smallest newspaper published in the United States is the *News Letter*, of Townsend, Dela. It is a four-page newspaper, two inches wide and three inches long and is edited and published by W. P. Wilson, who claims it is the smallest in the world. A copy of the paper contains eight personal items and eight lines of general news, a regular title page heading and editorial masthead, and a back page devoted to advertising—Minneapolis Tribune "Hustler."

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (250 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment is remitted in advance. Payment in advance and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

A GENTS wanted to sell ad novelties; 25¢ com.
 3 samples, 10c. J. C. KENYON, Owego, N.Y.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

EXPERIENCED advertising representatives wanted; three publications; cash commission advanced upon reliable contracts. **BENEDICTINE PRESS**, Goodnough Bldg., Portland, Oregon.

WANTED—A young man with some experience in the Advertising Agency Business, as ad-writer, making estimates of rates and managing office affairs, or good solicitor. Address "X. Y. Z." care Printers' Ink.

PUBLISHING, Mercantile, Manufacturing. We serve 25,000 employers. Many opportunities for men with advertising experience or ability. Write fully as to experience and location desired. **HAGGOODS**, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

WANTED, AN INTEREST in an advertising agency by a large business producer. Must be first-class. Have been managing a large and influential paper, and now wish to build up a business with a share in the ownership. Address "EXPORT," care Printers' Ink.

JOHN B. COX,
 CIRCULATION MANAGER,
 OPEN FOR POSITION.

Nine years with *DENVER POST*. Two and a half years with *DAILY PROVINCE*. Results guaranteed. Address, JOHN B. COX, care Printers' Ink.

POSITIONS NOW OPEN—Advg. mgr., trade journal, N. Y., \$50 and com.; similar position, Chicago; circulation mgr., large daily; sporting editor, northwest, \$35; editor Democratic daily, Ohio; \$25; news reporter, Toledo, Ohio, \$15, and Colo., \$25-30; also reporters, linotype operators, etc. Booklet free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

ADVERTISERS' MAGAZINE and "DOLLARS AND SENSE" (Col. Hunter's great book) should be read by every advertiser and mail-order dealer. Best "Advertising School" in existence. Yearly subscription and "Advertisers' and Senses," 60 cents; sample copy of magazine free.

ADVERTISERS' MAGAZINE,
 637 Century Building,
 Kansas City, Missouri.

YOUNG MEN AND WOMEN of ability who seek positions as ad-writers and managers should use the classified columns of *Printers' Ink*, the business journal for advertisers, published weekly, at 18 Spruce St., New York. Advertisements should be inserted at 25 cents per line, six words to the line. *Printers' Ink* is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$2,000, and an average earner \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 708 Metropolitan Annex, New York.

Mail Order Catalog.

Editor, Compiler, Merchant, Ad and Follow-up Writer. Get an expert while you can. Address "RESULTS," Printers' Ink.

MAIL ORDER.

A DS—I can make a quick success of any unsuccessful mail order business. Send for free booklet. "EXPERT," P. O. Box 1615, New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

INDEX CARDS.

I INDEX CARDS for all Cabinets. Get our prices and samples. THE BLAIR PRINTING CO., 912 Elm Street, Cincinnati, Ohio.

PRINTERS' INK.

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AD WRITERS.

FOR \$2.00 I will write you an ad or circular to quickly pull \$100 worth of business. Unsuccessful mail-order men can make big money by writing me. Send for free booklet.

"EXPERT," P. O. Box 1615, New York.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 560 7th Ave., New York.

NEWS PAPER HALF-TONES.
2x3, 75c.; 3x4, \$1.60.
Delivered when cash accompanies the order.
Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry, kindred lines. 600 pages, price illustrated catalogue. (©) Greatest book of its kind. Published annually. 36th issue now ready; free. S. F. MYERS CO., 47w and 49 Maiden Lane, N. Y.

PAPER.

BASSETT & SUTPHIN,
54-60 Lafayette St., New York City.
Coated papers a specialty. Diamond B Perfect.
Write for high-grade catalogues.

FOR SALE.

FOR SALE—One Scott Casting Box for newspaper stereotype; size 14 $\frac{1}{2}$ in. diameter for cylinder of 13 $\frac{1}{2}$ in. diameter, making a plate of 7-16 in. thickness 21 $\frac{1}{4}$ in. long; by 17 in. wide. Also, one shaver, one tail cutter, one finishing block and a cylinder mat roaster suitable for same. Will be sold at reasonable prices to prompt buyer. Apply PHILADELPHIA BULLETIN, Philadelphia.

Receiver's Sale PRINTING OFFICE AND WEEKLY PAPER

By order of Court the property of THE JOURNAL PUBLISHING COMPANY of Rockville, Connecticut, will be sold to the highest bidder on the 29th day of May, 1908, at twelve o'clock noon, at the company's office on Brooklyn Street, in said city, subject to private sale.

Oldest publication and largest circulation in Tolland County; type-setting machine, presses, cutter, folder, stitcher, type, frames, cases, cabinets and office furniture. Address,

H. H. LARKUM, Receiver
Rockville, Conn.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

SUPPLIES.

BERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 60-pound box costs \$3.00, makes two barrels paste. BERNARD'S PASTE DEPT., 71 Dearborn Street, Chicago.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

FRANKLIN ADVERTISING AGENCY, Tribune Building, N. Y. Classified and Mail-order Advertising a specialty. Write for estimates.

LIBERTY FRANK & CO., 23 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU,
237 Broadway (opp. P. O.), New York. Ads in the TRADE JOURNALS, our specialty. Benj. R. Western, Prop. Est. 1877. Booklet.

COIN MAILER.

\$2.00 PER 1,000. For 5 coins \$3. Any printing.
2. PYTHIAN PRINTING CO., Ft. Madison, Ia.

PUBLISHERS Send for our folding coin carrier—the best device yet invented for sending money by mail. Card circulation managers have been looking for. Used and recommended by large publishers. Address, Printers' Ink Press, 45 Rose St., N. Y.

PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2. prepaid. THE PRINTERS' INK PUBLISHING CO., 10 Spruce St., New York.

ADVERTISING MEDIA.

The Saturday Evening Post—greater results at lower cost. The Curtis Pub. Co., Phila.

THE best 6,000-town daily on this earth is the True (Ohio) Record—prints more local news than any other—that makes best Carrie Moore "Woman" and other. Only small town daily published that is successful without a weekly edition. Job printing department on political "Dad" as boosters. It has neither. Moral: It has all the circulation it claims to have.

PUBLISHING BUSINESS OPPORTUNITIES.

IMPORTANT Technical Weekly.
Good paid office work in large field.

Gross business about \$40,000.
The possibilities are excellent.

For large development, can now be bought for its gross business.

And should be doubled in two years.

HARRIS-DIBBLE COMPANY,
Brokers in Publishing Property,
233 Broadway, New York.

PATENTS.

PATENTS that PROTECT
Our 8 books for Inventors mailed on receipt
of 6 cts. stamp. R. S. & A. H. LACEY,
Washington, D. C. Estab. 1869.

DAVIDS' PRACTICAL LETTERER

at \$1, postage paid, will teach you how to write show cards and price tickets, a book of one hundred pages, with full particulars. Write for information. Address

THADDEUS DAVIDS CO., 95 & 97 Vandam St., New York City. Est. 1825.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

JOHN E. MERLI,
217½ Smith Street,
BROOKLYN, N. Y.

Editor Ready Made Department:

DEAR SIR—Enclosed find the work of a "bloomin'" amateur tried out on an untried (?) field.

Kindly hand it a "wallop" and oblige its father,

Truly yours,
(Signed) JOHN E. MERLI.

Certainly, with pleasure. In the first place "Merli, the good Barber," merely makes the bald claim, and that by inference, that his shaves, hair-cuts, shampoos and other tonsorial operations are the best. He says it in an original way, to be sure, but that fails to compensate for the absence of information as to *why* they are best. If Mr. Merli puts his tools through some cleansing process after each operation, why doesn't he say so? If his barbers are a superior lot and don't talk too much, why doesn't he mention it? If the appointments of his shop or its location offer any advantage, it wouldn't have cost any more to say something about that. If he had anything to offer that was worth while at all, it should have been put into this circular to help support his claim of "best." If he had nothing of the kind to say, the circular should have been deferred until the material for some definite statements had been secured. Suppose that every barber for blocks around does sterilize his razors. Suppose that none of the other barbers serve their customers "smothered in onions." Suppose that none of them wear mourning finger nails, use the same towel on half-a-dozen customers, or insist on talking politics, religion or "yesterday's game." How many of them have sense enough to advertise these and other good points? Very few.

You may say that these things are taken as a matter of course with regard to barber shops in general, I think not; and even if they were, it would still be a good thing to advertise them in going after the trade of the man who has never tried your shop and knows nothing about it.

I think that if I were running a barber shop that had no advantages over other shops in its neighborhood, I would make a few. Without knowing exactly how it would work out, I would try to abolish tips. I would do some one thing, at least, better, more or harder than it is ordinarily done and then advertise it. I would sell for, say \$1.75, tickets good for two dollars' worth of work, or print in the circular addressed to prospective customers a coupon good for a free trial shave or a shine. I would do *something* to make the stranger come into my shop and give me a chance to show him, placing him under some slight obligation if possible. It needn't necessarily be something expensive, but it should be something novel to the neighborhood and suited to the class or classes catered to.

I am confident that the writer of this circular has sufficient ability and originality to work out the right ideas along these lines, as well as the business sense to understand that we no longer buy anything merely because the seller says or intimates that it is the best, without offering any reasons why it is the best.

The circular is well printed on good paper, but uses caps throughout, which are harder to read and much less inviting than caps and small letters:

MERLI THE GOOD BARBER
SAYS:

"If you're buying something to wear, you buy the best. Why not follow the same rule in buying a hair-cut, shave, shampoo or facial massage. The fact that I don't do all the business in this

part of town is proof that the rule I mention is not being lived up to."

THINK IT OVER.

MERLI THE GOOD BARBER
ALSO SAYS:

"Perhaps you shave yourself. If you do, you owe it to yourself to keep your razors in good order. The only way to do it is to have them honed occasionally, and by me. The reason is, that I can bring out more good points in your razors than you ever thought they possessed; by a process known only to me."

I GET A QUARTER FOR HONING.

JOHN E. MERLI,
217½ Smith Street.

Judging from specimens of its advertising The Bank of South San Francisco is a wide-awake and going institution. It recently brought out a little house organ, advertising in the first number a prize of \$5.00 in gold for the best name to give it as a regular title, and in the second issue announcing the number of names submitted (printing the list), the name chosen and the name of the person who won the prize by suggesting it. In the second number a prize of \$1.00 is offered for the best reasons, in 25 words, why people living in the vicinity of South San Francisco, Colma and San Bruno, should do their banking business with the Bank of South San Francisco rather than with another bank.

It's a good idea to offer prizes for such suggestions—it gets a great many people interested in the bank and fixes its name, location and perhaps some of its good points in their minds—but, it strikes me that a dollar is altogether too little to offer for the work involved, especially as there is only one prize, and, therefore, that those whose suggestions would be most valuable will not be tempted to offer them. And, just now, referring to the third issue, I find partial confirmation of that opinion in an announcement that "We did not receive as many answers as we had hoped for, but of those received the committee decided that the best was this,— 'The Bank of South

San Francisco gives larger interest, is convenient, also safe and sure.'"

This house organ "South City Banker" is a good one, however, containing only matter which is appropriate, and much of which is original. On the back page of one issue is the following rather impressive ad, reprinted from the *Enterprise* (South San Francisco), of November 23, 1907:

WE BANK ON YOU—YOU BANK
WITH US.

We want the people of South San Francisco, San Bruno, Colma and the territory surrounding to remember the following:

First—When the Governor of California began declaring holidays, so that Banks could refuse payments of checks if they desired, and other lines of business could in a similar manner prevent temporary embarrassment, this Bank did not take advantage of this privilege, but remained open every day, as usual, meeting every demand;

Second—When the Banks throughout the State limited the amount of cash which they would pay to a depositor, to his actual needs, this Bank did not limit the amount paid out;

Third—When the Savings Banks throughout the State required a thirty or sixty day notice of an intent to withdraw savings deposits, this Bank did not ask notice, but paid the amount wanted;

Fourth—While depositors carrying their accounts in the City were temporarily embarrassed through their inability to draw money and meet their obligations, the depositors of this Bank were caused no such embarrassment;

Fifth—Banks throughout the State, large and small, followed the example of the Banks in the larger cities, thereby causing unnecessary distress and alarm. This Bank followed the example of none, but acted independently for the benefit of its customers.

Why Did We Do This?

First—Because we had good, strong interests behind us—financial interests that are determined that this Bank serve its customers to their advantage;

Second—Because we had ample cash in our vaults to meet all reasonable demands, and we have five times more cash now than we had three weeks ago—we are getting stronger every day.

Third—Because we had confidence in the people of this vicinity and we wanted them to have confidence in us.

WE BANK ON YOU—YOU BANK WITH US.

In conclusion: If you are not doing your Banking Business with us, but carry your account in some other Bank, and have been embarrassed during the weeks just past; or if you keep your money in a safe deposit box, or hidden around the house, open an account with us.

You live here, do your business here and your interests are here, and

we should all work together for everything to the advantage of this vicinity.
WE BANK ON YOU—YOU BANK WITH US.
 BANK OF SOUTH SAN FRANCISCO,
 P. N. Lilienthal, President.
 C. F. Hamsher, Cashier.

A large circular, printed on coated paper, with a local newspaper heading, date line, etc., prints under the "scare" head, "South San Francisco Postoffice Burglarized," an account of a local robbery, probably as it appeared in the paper whose heading the circular bears. Following the harrowing details of the robbery is the half-page display announcement here reprinted:

PROTECTION FROM BURGLARY.

The Bank of South San Francisco protects from burglary money deposited with it by:

First—The best Burglar and Fire Proof Vault money can buy. This Vault is built of brick and cement, about two feet thick, re-inforced with steel rods, and lined throughout with a half-inch of steel. The door of the vault is steel, four inches thick, with sixteen inch-and-a-half bolts locking it.

Second—The best Burglar-proof Safe in the market. This Safe has a door five and one-half inches thick, with eight inch-and-a-half bolts locking it. Inside the safe is a Coin Chest, with a door four inches thick, with four inch-and-a-quarter bolts locking it.

Third—By a Burglar Insurance Policy. Just as a man insures his house against fire, not expecting it to burn down, but as a precaution, so we insure the contents of our safe from a possible loss by Burglary. We do not think our safe can be burglarized, but we carry the insurance as an extra protection.

Why Risk Your Life Needlessly? You risk your life when you keep money on your person or around the home. The housebreaker and the "hold-up" man will be busy this Spring and Summer, for he is probably out of work now.

Deposit Your Money. Deposit your money in this Bank. Safe from Burglary, and you get it back when you want it. Our shareholders are personally liable for every dollar deposited in this Bank.

Interest paid on savings deposits. To send money by mail, buy our checks or money orders.

BANK OF SOUTH SAN FRANCISCO,
 P. N. Lilienthal, President.
 C. F. Hamsher, Cashier.

These things, in addition to newsy newspaper ads, and a good four-page circular, which tells on opposite pages "How We Serve

You," and "How We Make You Safe" are, from my point of view, excellent examples of bank advertising.

From the Brockton (Mass.) Daily Enterprise.

Furniture and Piano Moving.

We move you anywhere but off the earth. No job too large, none too small. Out of town work a specialty. Goods handled very carefully. Give us a trial.

E. L. SHAW,
 Tel. 430-451 Warren Ave.,
 Tel. 2059-112 School St.,
 Brockton, Mass.

A Thing Much Used, but Rarely Advertised. From the Evening Star, Washington, D. C.

There's a Great Demand

for Hot Bed Sash at our low figures. We'll fill your order quickly, be it large or small. Call or 'phone.

Millwork in stock and to order.

GEO. M. BARKER,
 649 N. Y. Ave. 1517 7th St.
 Millwork and Lumber,
 'Phones Main 1348 or
 N. 3697.
 Washington, D. C.

An "Early Bird." From the Savannah (Ga.) Press.

Turn On The Cold.

If you have an Electric Fan you don't have to swelter until the breeze comes up. You can turn the button and have a breeze whenever you want it—day or night.

The fans we sell are easy running, quiet and great breeze producers. They consume little current and can be operated on your meter by simply attaching to light socket.

ELECTRIC SUPPLY CO.,
 'Phones 62,
 38-40 Drayton St.,
 Savannah, Ga.

A Good Argument, and "Japanese Crepe" Is a Good Name. From the Vancouver (B. C.) World.

Can You Afford To Use Poor Toilet Paper?

Sufficient care is not exercised by the average person in selecting toilet paper. Many consider it of minor importance, but physicians claim that coarse, harsh paper is responsible for many difficulties.

The yearly consumption of this product by the average family is very small, and it has been demonstrated that the best grades are less expensive and far more satisfactory to use.

With these facts in view can you afford to buy anything but the best—that's "Japanese crepe" toilet paper. Anyway, we want you to try a sample package.

20 Cents.

H. McDOWELL & CO.,
The Druggists,
Telephone 4.
Corner Hastings and Gran-
ville Sts.,
Vancouver, B. C.

"The Square Deal," as an Advertising Phrase, Has Been Very Much Overdone, and Politics Is a Good Thing to Leave Out of an Ad. Introductory from Large Ad of Button Bros., Louisville, Ky.

The World Wants a Square Deal.

And the people of Louisville are getting a square deal in groceries through Button's. The same spirit that has prompted President Roosevelt to demand justice for the American people has been the policy of the Button store for years in dealing with the public. Honesty is the foundation of this business. It has made Button's thrive until we have grown to be the greatest food shop in this community. We offer every housekeeper a square deal in groceries. The sooner you take advantage of it the better off you are. On any purchase made at our store that is not satisfactory we will cheerfully refund your money.

We Quote Attractive Values
for Thursday, Friday
and Saturday.

A Waste of Space and Time. From the New Haven (Conn.) Evening Register.

Is in itself insignificant. In innumerable instances it is immeasurably important. Incidentally, it indicates individuality, infidelity, incompatibility, intemperance, insanity, ignorance, infant industries, inferior ingredients, insinuating innuendoes, increased intelligence, interesting incidents.

I stands for Ipecac and Indian River Oranges. We have the latter and other fruits innumerable for immediate delivery.

* The Mirror Fruit Store.
J. B. JUDSON,
856 Chapel St.,
New Haven, Conn.

A Good Bid for Business.

Landlords.

In order that property will pay as it should—the handling must be done by offices whose facilities enable them to rent property and keep it rented. We've a thoroughly equipped force here devoting its time exclusively to the renting and management of property. We'd like to take charge of yours.

Tenants.

We control many of the most desirable rental properties in the city—so you stand the best chance of finding just what you want in a home—offices or business place—when you come to us. If you're going to re-locate or start a new enterprise better see our Rental List at once—for desirable places are quickly snapped up.

*MILLER BROS. &
BAKER,
Harrisburg, Pa.

A Little One from the Washington (D. C.) Evening Star.

Printed Matter.

The force and facilities of this great print shop are at your command. No matter how large or small your order may be it will be appreciated and turned out to your entire satisfaction.

JUDD & DETWEILER,
Incorporated,
The Big Print Shop,
420-22 11th street,
Washington, D. C.

ADVERTISING for Christmas trade starts as soon as Thanksgiving Day is out of the way. What would you think of a retail merchant who kept his holiday advertisement out of your paper until Christmas Eve? What special claim for consideration can you expect for your paper from a General Advertiser if you don't advertise during the Summer, while he is deciding upon the mediums for the Fall campaign?